

Expanded Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups

Quine & Associates, Inc.
 Lat/Lon: 33.011/-96.6217



Murphy Retail Center 410 FM 544, Murphy, TX 75094	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2023)	11,132		89,689		242,859	
Projected Population (2028)	12,213		99,493		266,635	
Census Population (2020)	10,441		85,192		232,197	
Census Population (2010)	9,902		68,864		183,889	
Projected Annual Growth (2023 to 2028)	1,081	1.9%	9,804	2.2%	23,776	2.0%
Historical Annual Growth (2020 to 2023)	691	2.2%	4,497	1.8%	10,663	1.5%
Historical Annual Growth (2010 to 2020)	539	1.8%	16,328	7.9%	48,308	8.8%
Estimated Population Density (2023)	3,545 psm		3,174 psm		3,093 psm	
Trade Area Size	3.1 sq mi		28.3 sq mi		78.5 sq mi	
Households						
Estimated Households (2023)	3,220		29,087		83,052	
Projected Households (2028)	3,735		33,827		94,381	
Census Households (2020)	2,987		27,191		78,354	
Census Households (2010)	2,788		21,698		61,273	
Estimated Households with Children (2023)	1,331	41.3%	13,189	45.3%	33,974	40.9%
Estimated Average Household Size (2023)	3.46		3.08		2.92	
Average Household Income						
Estimated Average Household Income (2023)	\$180,520		\$160,258		\$135,670	
Projected Average Household Income (2028)	\$164,430		\$144,979		\$124,573	
Estimated Average Family Income (2023)	\$182,404		\$167,150		\$143,802	
Median Household Income						
Estimated Median Household Income (2023)	\$142,818		\$130,076		\$110,668	
Projected Median Household Income (2028)	\$145,139		\$129,759		\$109,016	
Estimated Median Family Income (2023)	\$146,869		\$142,825		\$125,796	
Per Capita Income						
Estimated Per Capita Income (2023)	\$52,216		\$51,986		\$46,413	
Projected Per Capita Income (2028)	\$50,290		\$49,305		\$44,110	
Estimated Per Capita Income 5 Year Growth	-\$1,926	-3.7%	-\$2,681	-5.2%	-\$2,303	-5.0%
Estimated Average Household Net Worth (2023)	\$1,136,674		\$972,244		\$763,018	
Daytime Demos (2023)						
Total Businesses	658		3,607		9,791	
Total Employees	3,331		30,959		79,431	
Company Headquarter Businesses	11	1.7%	86	2.4%	272	2.8%
Company Headquarter Employees	150	4.5%	7,333	23.7%	12,635	15.9%
Employee Population per Business	5.1		8.6		8.1	
Residential Population per Business	16.9		24.9		24.8	

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Murphy Retail Center		1 mi radius		3 mi radius		5 mi radius	
410 FM 544, Murphy, TX 75094							
Race & Ethnicity							
White (2023)		5,054	45.4%	44,023	49.1%	119,434	49.2%
Black or African American (2023)		1,289	11.6%	11,440	12.8%	34,464	14.2%
American Indian or Alaska Native (2023)		31	0.3%	449	0.5%	1,600	0.7%
Asian (2023)		3,873	34.8%	21,220	23.7%	46,096	19.0%
Hawaiian or Pacific Islander (2023)		3	-	47	-	139	-
Other Race (2023)		144	1.3%	4,802	5.4%	16,323	6.7%
Two or More Races (2023)		738	6.6%	7,708	8.6%	24,803	10.2%
Not Hispanic or Latino Population (2023)		10,251	92.1%	75,953	84.7%	194,968	80.3%
Hispanic or Latino Population (2023)		881	7.9%	13,735	15.3%	47,891	19.7%
Not Hispanic or Latino Population (2028)		11,250	92.1%	84,367	84.8%	214,202	80.3%
Hispanic or Latino Population (2028)		963	7.9%	15,126	15.2%	52,433	19.7%
Not Hispanic or Latino Population (2020)		9,672	92.6%	72,096	84.6%	186,631	80.4%
Hispanic or Latino Population (2020)		769	7.4%	13,096	15.4%	45,565	19.6%
Not Hispanic or Latino Population (2010)		9,250	93.4%	59,394	86.2%	149,707	81.4%
Hispanic or Latino Population (2010)		652	6.6%	9,469	13.8%	34,182	18.6%
Projected Hispanic Annual Growth (2023 to 2028)		82	1.9%	1,390	2.0%	4,542	1.9%
Historic Hispanic Annual Growth (2010 to 2023)		229	2.7%	4,266	3.5%	13,710	3.1%
Age Distribution (2023)							
Age Under 5		697	6.3%	5,651	6.3%	14,608	6.0%
Age 5 to 9 Years		927	8.3%	6,820	7.6%	17,085	7.0%
Age 10 to 14 Years		941	8.4%	7,100	7.9%	18,444	7.6%
Age 15 to 19 Years		765	6.9%	6,146	6.9%	16,979	7.0%
Age 20 to 24 Years		496	4.5%	4,691	5.2%	14,022	5.8%
Age 25 to 29 Years		454	4.1%	4,869	5.4%	14,878	6.1%
Age 30 to 34 Years		650	5.8%	5,877	6.6%	16,578	6.8%
Age 35 to 39 Years		1,048	9.4%	7,562	8.4%	19,503	8.0%
Age 40 to 44 Years		1,118	10.0%	7,713	8.6%	19,331	8.0%
Age 45 to 49 Years		1,011	9.1%	7,249	8.1%	18,410	7.6%
Age 50 to 54 Years		817	7.3%	6,645	7.4%	17,642	7.3%
Age 55 to 59 Years		634	5.7%	5,607	6.3%	15,642	6.4%
Age 60 to 64 Years		523	4.7%	4,675	5.2%	13,128	5.4%
Age 65 to 74 Years		693	6.2%	6,080	6.8%	17,413	7.2%
Age 75 to 84 Years		290	2.6%	2,408	2.7%	7,221	3.0%
Age 85 Years or Over		68	0.6%	596	0.7%	1,974	0.8%
Median Age		37.1		36.6		36.5	
Gender Age Distribution (2023)							
Female Population		5,529	49.7%	44,965	50.1%	122,343	50.4%
Age 0 to 19 Years		1,646	29.8%	12,550	27.9%	32,850	26.9%
Age 20 to 64 Years		3,330	60.2%	27,506	61.2%	74,878	61.2%
Age 65 Years or Over		553	10.0%	4,909	10.9%	14,615	11.9%
Female Median Age		36.8		36.8		37.0	
Male Population		5,603	50.3%	44,724	49.9%	120,516	49.6%
Age 0 to 19 Years		1,684	30.1%	13,167	29.4%	34,265	28.4%
Age 20 to 64 Years		3,421	61.1%	27,383	61.2%	74,257	61.6%
Age 65 Years or Over		498	8.9%	4,174	9.3%	11,993	10.0%
Male Median Age		37.5		36.4		36.0	

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Murphy Retail Center	1 mi radius		3 mi radius		5 mi radius	
410 FM 544, Murphy, TX 75094						
Household Income Distribution (2023)						
HH Income \$200,000 or More	1,010	31.4%	7,563	26.0%	15,611	18.8%
HH Income \$150,000 to \$199,999	425	13.2%	3,843	13.2%	10,786	13.0%
HH Income \$100,000 to \$149,999	882	27.4%	6,217	21.4%	16,130	19.4%
HH Income \$75,000 to \$99,999	330	10.3%	3,371	11.6%	11,396	13.7%
HH Income \$50,000 to \$74,999	193	6.0%	3,596	12.4%	12,900	15.5%
HH Income \$35,000 to \$49,999	130	4.0%	2,097	7.2%	6,617	8.0%
HH Income \$25,000 to \$34,999	88	2.7%	967	3.3%	3,253	3.9%
HH Income \$15,000 to \$24,999	71	2.2%	721	2.5%	2,988	3.6%
HH Income Under \$15,000	90	2.8%	712	2.4%	3,371	4.1%
HH Income \$35,000 or More	2,971	92.3%	26,687	91.7%	73,441	88.4%
HH Income \$75,000 or More	2,648	82.2%	20,995	72.2%	53,924	64.9%
Housing (2023)						
Total Housing Units	3,310		30,397		87,414	
Housing Units Occupied	3,220	97.3%	29,087	95.7%	83,052	95.0%
Housing Units Owner-Occupied	2,775	86.2%	21,823	75.0%	56,645	68.2%
Housing Units, Renter-Occupied	445	13.8%	7,263	25.0%	26,407	31.8%
Housing Units, Vacant	90	2.8%	1,310	4.5%	4,361	5.3%
Marital Status (2023)						
Never Married	2,134	24.9%	18,392	26.2%	57,558	29.9%
Currently Married	5,428	63.4%	41,447	59.1%	102,482	53.2%
Separated	229	2.7%	3,101	4.4%	8,528	4.4%
Widowed	279	3.3%	2,488	3.5%	7,399	3.8%
Divorced	497	5.8%	4,689	6.7%	16,756	8.7%
Household Type (2023)						
Population Family	10,682	96.0%	83,392	93.0%	219,018	90.2%
Population Non-Family	450	4.0%	6,140	6.8%	23,263	9.6%
Population Group Quarters	-	-	157	0.2%	578	0.2%
Family Households	2,883	89.5%	24,145	83.0%	64,601	77.8%
Non-Family Households	337	10.5%	4,941	17.0%	18,451	22.2%
Married Couple with Children	1,154	21.3%	10,557	25.5%	25,495	24.9%
Average Family Household Size	3.7		3.5		3.4	
Household Size (2023)						
1 Person Households	256	8.0%	4,075	14.0%	15,210	18.3%
2 Person Households	764	23.7%	8,626	29.7%	25,435	30.6%
3 Person Households	739	23.0%	6,017	20.7%	16,061	19.3%
4 Person Households	833	25.9%	5,779	19.9%	14,652	17.6%
5 Person Households	380	11.8%	2,895	10.0%	7,259	8.7%
6 or More Person Households	248	7.7%	1,696	5.8%	4,435	5.3%
Household Vehicles (2023)						
Households with 0 Vehicles Available	58	1.8%	578	2.0%	1,982	2.4%
Households with 1 Vehicles Available	418	13.0%	5,779	19.9%	21,871	26.3%
Households with 2 or More Vehicles Available	2,744	85.2%	22,730	78.1%	59,200	71.3%
Total Vehicles Available	7,779		63,058		172,385	
Average Vehicles Per Household	2.4		2.2		2.1	

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Labor Force (2023)						
Estimated Labor Population Age 16 Years or Over	8,397		68,745		188,951	
Estimated Civilian Employed	5,540	66.0%	47,890	69.7%	135,489	71.7%
Estimated Civilian Unemployed	287	3.4%	2,535	3.7%	5,831	3.1%
Estimated in Armed Forces	-	-	-	-	4	-
Estimated Not in Labor Force	2,570 30.6%		18,320 26.6%		47,628 25.2%	
Unemployment Rate	3.4%		3.7%		3.1%	
Occupation (2023)						
Occupation: Population Age 16 Years or Over	5,540		47,890		135,489	
Management, Business, Financial Operations	1,528	27.6%	12,246	25.6%	30,613	22.6%
Professional, Related	1,769	31.9%	15,346	32.0%	40,093	29.6%
Service	469	8.5%	5,057	10.6%	18,423	13.6%
Sales, Office	1,154	20.8%	9,150	19.1%	26,740	19.7%
Farming, Fishing, Forestry	7	0.1%	46	-	142	0.1%
Construct, Extraction, Maintenance	184	3.3%	2,745	5.7%	8,532	6.3%
Production, Transport Material Moving	429	7.7%	3,299	6.9%	10,946	8.1%
White Collar Workers	4,451 80.4%		36,743 76.7%		97,445 71.9%	
Blue Collar Workers	1,088 19.6%		11,147 23.3%		38,044 28.1%	
Consumer Expenditure (2023)						
Total Household Expenditure	\$355.04 M		\$2.91 B		\$7.29 B	
Total Non-Retail Expenditure	\$188.5 M	53.1%	\$1.55 B	53.1%	\$3.87 B	53.0%
Total Retail Expenditure	\$166.53 M	46.9%	\$1.36 B	46.9%	\$3.43 B	47.0%
Apparel	\$13.07 M	3.7%	\$106.4 M	3.7%	\$264.7 M	3.6%
Contributions	\$12.84 M	3.6%	\$104.49 M	3.6%	\$254.36 M	3.5%
Education	\$13.18 M	3.7%	\$105.63 M	3.6%	\$252.52 M	3.5%
Entertainment	\$21.03 M	5.9%	\$171.29 M	5.9%	\$425.53 M	5.8%
Food and Beverages	\$50.98 M	14.4%	\$418.39 M	14.4%	\$1.06 B	14.5%
Furnishings and Equipment	\$12.94 M	3.6%	\$105.51 M	3.6%	\$262.72 M	3.6%
Gifts	\$10.05 M	2.8%	\$81.44 M	2.8%	\$195.48 M	2.7%
Health Care	\$27.95 M	7.9%	\$231.09 M	7.9%	\$588.08 M	8.1%
Household Operations	\$14.44 M	4.1%	\$117.91 M	4.1%	\$292.77 M	4.0%
Miscellaneous Expenses	\$6.76 M	1.9%	\$55.43 M	1.9%	\$138.59 M	1.9%
Personal Care	\$4.75 M	1.3%	\$38.9 M	1.3%	\$97.66 M	1.3%
Personal Insurance	\$2.81 M	0.8%	\$22.68 M	0.8%	\$55.39 M	0.8%
Reading	\$775.25 K	0.2%	\$6.38 M	0.2%	\$15.94 M	0.2%
Shelter	\$74.08 M	20.9%	\$609.32 M	20.9%	\$1.53 B	21.0%
Tobacco	\$1.64 M	0.5%	\$13.99 M	0.5%	\$37.37 M	0.5%
Transportation	\$64.1 M	18.1%	\$524.94 M	18.0%	\$1.32 B	18.1%
Utilities	\$23.65 M	6.7%	\$196.2 M	6.7%	\$503.54 M	6.9%
Educational Attainment (2023)						
Adult Population Age 25 Years or Over	7,306		59,281		161,721	
Elementary (Grade Level 0 to 8)	281	3.8%	2,022	3.4%	8,441	5.2%
Some High School (Grade Level 9 to 11)	316	4.3%	2,087	3.5%	6,919	4.3%
High School Graduate	1,041	14.3%	9,664	16.3%	27,166	16.8%
Some College	1,039	14.2%	10,178	17.2%	30,382	18.8%
Associate Degree Only	585	8.0%	4,366	7.4%	12,856	7.9%
Bachelor Degree Only	2,377	32.5%	18,616	31.4%	47,397	29.3%
Graduate Degree	1,668	22.8%	12,348	20.8%	28,560	17.7%

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410 FM 544, Murphy, TX 75094							
Units In Structure (2023)							
1 Detached Unit		2,815	101.0%	22,241	102.5%	59,395	96.9%
1 Attached Unit		67	2.4%	843	3.9%	2,626	4.3%
2 to 4 Units		74	2.6%	748	3.4%	2,523	4.1%
5 to 9 Units		43	1.5%	953	4.4%	3,072	5.0%
10 to 19 Units		55	2.0%	1,141	5.3%	4,085	6.7%
20 to 49 Units		34	1.2%	558	2.6%	2,449	4.0%
50 or More Units		104	3.7%	1,916	8.8%	7,237	11.8%
Mobile Home or Trailer		28	1.0%	686	3.2%	1,652	2.7%
Other Structure		-	-	-	-	14	-
Homes Built By Year (2023)							
Homes Built 2010 or later		673	24.1%	7,349	33.9%	20,864	34.1%
Homes Built 2000 to 2009		1,290	46.3%	9,488	43.7%	21,406	34.9%
Homes Built 1990 to 1999		699	25.1%	5,066	23.3%	12,735	20.8%
Homes Built 1980 to 1989		235	8.4%	3,925	18.1%	14,209	23.2%
Homes Built 1970 to 1979		156	5.6%	1,704	7.9%	8,721	14.2%
Homes Built 1960 to 1969		100	3.6%	925	4.3%	3,076	5.0%
Homes Built 1950 to 1959		43	1.6%	449	2.1%	1,219	2.0%
Homes Built Before 1949		24	0.9%	180	0.8%	823	1.3%
Home Values (2023)							
Home Values \$1,000,000 or More		54	1.9%	377	1.7%	852	1.5%
Home Values \$500,000 to \$999,999		408	14.7%	4,203	19.3%	9,558	16.9%
Home Values \$400,000 to \$499,999		655	23.6%	5,158	23.6%	9,186	16.2%
Home Values \$300,000 to \$399,999		983	35.4%	6,122	28.1%	13,965	24.7%
Home Values \$200,000 to \$299,999		522	18.8%	4,133	18.9%	15,876	28.0%
Home Values \$150,000 to \$199,999		42	1.5%	573	2.6%	3,598	6.4%
Home Values \$100,000 to \$149,999		19	0.7%	259	1.2%	1,349	2.4%
Home Values \$70,000 to \$99,999		3	0.1%	64	0.3%	288	0.5%
Home Values \$50,000 to \$69,999		32	1.1%	250	1.1%	457	0.8%
Home Values \$25,000 to \$49,999		44	1.6%	179	0.8%	399	0.7%
Home Values Under \$25,000		13	0.5%	504	2.3%	1,115	2.0%
Owner-Occupied Median Home Value		\$376,397		\$379,990		\$347,401	
Renter-Occupied Median Rent		\$1,442		\$1,435		\$1,406	
Transportation To Work (2023)							
Drive to Work Alone		3,037	54.8%	26,320	55.0%	79,447	58.6%
Drive to Work in Carpool		408	7.4%	3,162	6.6%	10,165	7.5%
Travel to Work by Public Transportation		14	0.2%	210	0.4%	728	0.5%
Drive to Work on Motorcycle		-	-	15	-	56	-
Walk or Bicycle to Work		14	0.3%	242	0.5%	1,391	1.0%
Other Means		64	1.2%	661	1.4%	1,769	1.3%
Work at Home		2,003	36.2%	17,280	36.1%	41,932	30.9%
Travel Time (2023)							
Travel to Work in 14 Minutes or Less		619	11.2%	5,222	10.9%	18,826	13.9%
Travel to Work in 15 to 29 Minutes		1,138	20.5%	11,135	23.3%	32,361	23.9%
Travel to Work in 30 to 59 Minutes		1,585	28.6%	12,038	25.1%	35,980	26.6%
Travel to Work in 60 Minutes or More		194	3.5%	2,214	4.6%	6,389	4.7%
Average Minutes Travel to Work		27.6		25.9		25.4	

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