



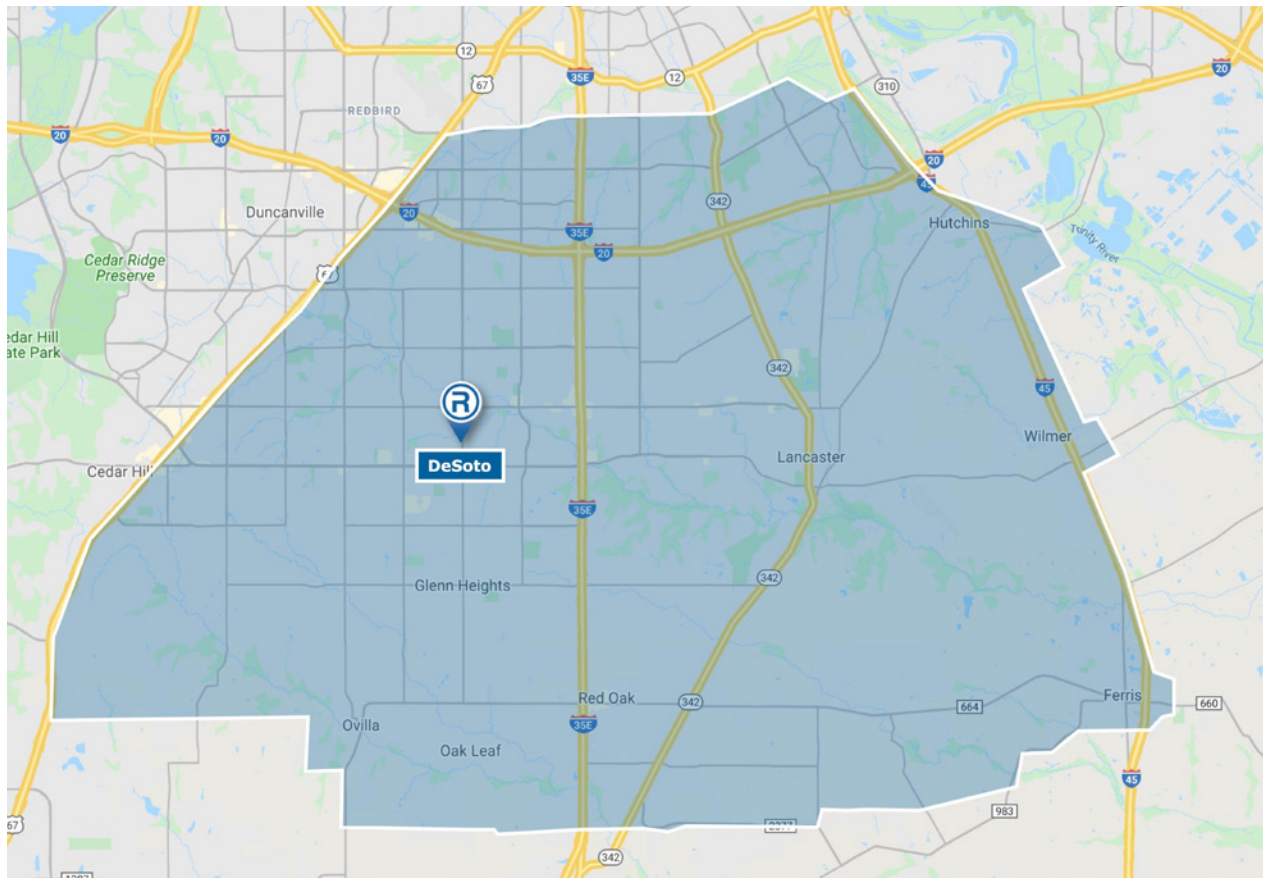
DESOTO, TEXAS

Retail Trade Area Demographic Profile

 **TheRetailCoach.**

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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.

Retail360® 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 Retail360® 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.



Retail Trade Area • Demographic Profile

DeSoto, Texas

DESCRIPTION	DATA	%
Population		
2025 Projection	276,846	
2020 Estimate	256,215	
2010 Census	213,739	
2000 Census	163,545	
Growth 2020 - 2025		8.05%
Growth 2010 - 2020		19.87%
Growth 2000 - 2010		30.69%
2020 Est. Population by Single-Classification Race	256,215	
White Alone	63,865	24.93%
Black or African American Alone	156,003	60.89%
Amer. Indian and Alaska Native Alone	1,167	0.46%
Asian Alone	1,754	0.69%
Native Hawaiian and Other Pacific Island Alone	128	0.05%
Some Other Race Alone	26,528	10.35%
Two or More Races	6,771	2.64%
2020 Est. Population by Hispanic or Latino Origin	256,215	
Not Hispanic or Latino	199,728	77.95%
Hispanic or Latino	56,487	22.05%
Mexican	48,762	86.32%
Puerto Rican	925	1.64%
Cuban	216	0.38%
All Other Hispanic or Latino	6,585	11.66%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	56,487	
White Alone	25,428	45.02%
Black or African American Alone	1,407	2.49%
American Indian and Alaska Native Alone	537	0.95%
Asian Alone	65	0.12%
Native Hawaiian and Other Pacific Islander Alone	27	0.05%
Some Other Race Alone	26,277	46.52%
Two or More Races	2,746	4.86%
2020 Est. Pop by Race, Asian Alone, by Category	1,754	
Chinese, except Taiwanese	313	17.85%
Filipino	376	21.44%
Japanese	57	3.25%
Asian Indian	439	25.03%
Korean	58	3.31%
Vietnamese	236	13.46%
Cambodian	7	0.40%
Hmong	0	0.00%
Laotian	40	2.28%
Thai	5	0.29%
All Other Asian Races Including 2+ Category	223	12.71%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	256,215	
Arab	509	0.20%
Czech	456	0.18%
Danish	108	0.04%
Dutch	900	0.35%
English	6,949	2.71%
French (except Basque)	1,322	0.52%
French Canadian	306	0.12%
German	8,996	3.51%
Greek	65	0.03%
Hungarian	191	0.08%
Irish	7,050	2.75%
Italian	1,584	0.62%
Lithuanian	18	0.01%
United States or American	13,648	5.33%
Norwegian	474	0.19%
Polish	596	0.23%
Portuguese	76	0.03%
Russian	77	0.03%
Scottish	1,099	0.43%
Scotch-Irish	1,489	0.58%
Slovak	63	0.03%
Subsaharan African	16,682	6.51%
Swedish	299	0.12%
Swiss	72	0.03%
Ukrainian	69	0.03%
Welsh	353	0.14%
West Indian (except Hisp. groups)	1,352	0.53%
Other ancestries	151,740	59.22%
Ancestry Unclassified	39,673	15.48%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	185,908	78.14%
Speak Asian/Pacific Island Language at Home	2,304	0.97%
Speak IndoEuropean Language at Home	1,372	0.58%
Speak Spanish at Home	41,680	17.52%
Speak Other Language at Home	6,662	2.80%

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DESCRIPTION	DATA	%
2020 Est. Population by Age	256,215	
Age 0 - 4	18,289	7.14%
Age 5 - 9	18,777	7.33%
Age 10 - 14	19,246	7.51%
Age 15 - 17	11,948	4.66%
Age 18 - 20	10,943	4.27%
Age 21 - 24	14,865	5.80%
Age 25 - 34	35,289	13.77%
Age 35 - 44	32,809	12.81%
Age 45 - 54	32,809	12.81%
Age 55 - 64	30,149	11.77%
Age 65 - 74	20,227	7.90%
Age 75 - 84	8,394	3.28%
Age 85 and over	2,469	0.96%
Age 16 and over	195,992	76.50%
Age 18 and over	187,954	73.36%
Age 21 and over	177,011	69.09%
Age 65 and over	31,089	12.13%
2020 Est. Median Age		34.63
2020 Est. Average Age		36.24
2020 Est. Population by Sex	256,215	
Male	120,449	47.01%
Female	135,766	52.99%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	120,449	
Age 0 - 4	9,342	7.76%
Age 5 - 9	9,590	7.96%
Age 10 - 14	9,822	8.16%
Age 15 - 17	5,981	4.97%
Age 18 - 20	5,611	4.66%
Age 21 - 24	7,729	6.42%
Age 25 - 34	16,886	14.02%
Age 35 - 44	14,494	12.03%
Age 45 - 54	14,698	12.20%
Age 55 - 64	13,404	11.13%
Age 65 - 74	8,645	7.18%
Age 75 - 84	3,436	2.85%
Age 85 and over	811	0.67%
2020 Est. Median Age, Male		32.02
2020 Est. Average Age, Male		34.56
2020 Est. Female Population by Age	135,766	
Age 0 - 4	8,947	6.59%
Age 5 - 9	9,187	6.77%
Age 10 - 14	9,424	6.94%
Age 15 - 17	5,968	4.40%
Age 18 - 20	5,332	3.93%
Age 21 - 24	7,136	5.26%
Age 25 - 34	18,403	13.56%
Age 35 - 44	18,315	13.49%
Age 45 - 54	18,111	13.34%
Age 55 - 64	16,745	12.33%
Age 65 - 74	11,582	8.53%
Age 75 - 84	4,958	3.65%
Age 85 and over	1,658	1.22%
2020 Est. Median Age, Female		36.90
2020 Est. Average Age, Female		37.65

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DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	75,032	37.53%
Males, Never Married	36,947	18.48%
Females, Never Married	38,085	19.05%
Married, Spouse present	79,949	39.99%
Married, Spouse absent	11,982	5.99%
Widowed	9,516	4.76%
Males Widowed	2,034	1.02%
Females Widowed	7,483	3.74%
Divorced	23,422	11.72%
Males Divorced	8,413	4.21%
Females Divorced	15,009	7.51%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	9,708	6.0%
Some High School, no diploma	15,574	9.6%
High School Graduate (or GED)	45,630	28.1%
Some College, no degree	44,078	27.2%
Associate Degree	12,256	7.6%
Bachelor's Degree	23,019	14.2%
Master's Degree	9,921	6.1%
Professional School Degree	1,311	0.8%
Doctorate Degree	649	0.4%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	13,092	44.50%
High School Graduate	7,170	24.37%
Some College or Associate's Degree	7,188	24.43%
Bachelor's Degree or Higher	1,974	6.71%
Households		
2025 Projection	92,512	
2020 Estimate	86,108	
2010 Census	73,746	
2000 Census	56,046	
Growth 2020 - 2025		7.44%
Growth 2010 - 2020		16.76%
Growth 2000 - 2010		31.58%
2020 Est. Households by Household Type	86,108	
Family Households	64,410	74.80%
Nonfamily Households	21,698	25.20%
2020 Est. Group Quarters Population	2,484	
2020 Households by Ethnicity, Hispanic/Latino	13,714	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	86,108	
Income < \$15,000	9,398	10.91%
Income \$15,000 - \$24,999	6,722	7.81%
Income \$25,000 - \$34,999	7,602	8.83%
Income \$35,000 - \$49,999	11,506	13.36%
Income \$50,000 - \$74,999	16,563	19.24%
Income \$75,000 - \$99,999	12,466	14.48%
Income \$100,000 - \$124,999	8,354	9.70%
Income \$125,000 - \$149,999	4,959	5.76%
Income \$150,000 - \$199,999	4,758	5.53%
Income \$200,000 - \$249,999	2,032	2.36%
Income \$250,000 - \$499,999	1,417	1.65%
Income \$500,000+	329	0.38%
2020 Est. Average Household Income		\$76,999
2020 Est. Median Household Income		\$61,128
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$69,329
Black or African American Alone		\$57,169
American Indian and Alaska Native Alone		\$53,431
Asian Alone		\$108,904
Native Hawaiian and Other Pacific Islander Alone		\$68,690
Some Other Race Alone		\$63,569
Two or More Races		\$67,025
Hispanic or Latino		\$58,610
Not Hispanic or Latino		\$61,695
2020 Est. Family HH Type by Presence of Own Child.	64,410	
Married-Couple Family, own children	18,292	28.40%
Married-Couple Family, no own children	21,038	32.66%
Male Householder, own children	2,159	3.35%
Male Householder, no own children	2,341	3.64%
Female Householder, own children	11,669	18.12%
Female Householder, no own children	8,910	13.83%
2020 Est. Households by Household Size	86,108	
1-person	18,203	21.14%
2-person	23,534	27.33%
3-person	16,356	19.00%
4-person	13,121	15.24%
5-person	8,015	9.31%
6-person	3,816	4.43%
7-or-more-person	3,063	3.56%
2020 Est. Average Household Size		2.96

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DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	86,108	
Households with 1 or More People under Age 18:	38,246	44.42%
Married-Couple Family	20,750	54.25%
Other Family, Male Householder	2,738	7.16%
Other Family, Female Householder	14,460	37.81%
Nonfamily, Male Householder	193	0.51%
Nonfamily, Female Householder	105	0.28%
Households with No People under Age 18:	47,861	55.58%
Married-Couple Family	18,566	38.79%
Other Family, Male Householder	1,773	3.71%
Other Family, Female Householder	6,111	12.77%
Nonfamily, Male Householder	8,767	18.32%
Nonfamily, Female Householder	12,646	26.42%
2020 Est. Households by Number of Vehicles	86,108	
No Vehicles	5,085	5.91%
1 Vehicle	26,517	30.80%
2 Vehicles	31,681	36.79%
3 Vehicles	16,070	18.66%
4 Vehicles	4,482	5.21%
5 or more Vehicles	2,273	2.64%
2020 Est. Average Number of Vehicles		1.97
Family Households		
2025 Projection	69,249	
2020 Estimate	64,410	
2010 Census	54,902	
2000 Census	43,590	
Growth 2020 - 2025		7.51%
Growth 2010 - 2020		17.32%
Growth 2000 - 2010		25.95%

2020 Est. Families by Poverty Status	64,410	
2020 Families at or Above Poverty	56,947	88.41%
2020 Families at or Above Poverty with Children	29,983	46.55%
2020 Families Below Poverty	7,463	11.59%
2020 Families Below Poverty with Children	5,829	9.05%
2020 Est. Pop 16+ by Employment Status	195,993	
Civilian Labor Force, Employed	121,210	61.84%
Civilian Labor Force, Unemployed	8,491	4.33%
Armed Forces	117	0.06%
Not in Labor Force	66,175	33.76%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	119,954	
For-Profit Private Workers	85,917	71.63%
Non-Profit Private Workers	6,243	5.21%
Local Government Workers	4,652	3.88%
State Government Workers	5,039	4.20%
Federal Government Workers	9,342	7.79%
Self-Employed Workers	8,551	7.13%
Unpaid Family Workers	210	0.18%
2020 Est. Civ. Employed Pop 16+ by Occupation	119,954	
Architect/Engineer	1,024	0.85%
Arts/Entertainment/Sports	1,271	1.06%
Building Grounds Maintenance	3,643	3.04%
Business/Financial Operations	6,683	5.57%
Community/Social Services	2,402	2.00%
Computer/Mathematical	2,454	2.05%
Construction/Extraction	6,747	5.63%
Education/Training/Library	8,033	6.70%
Farming/Fishing/Forestry	251	0.21%
Food Prep/Serving	5,809	4.84%
Health Practitioner/Technician	5,155	4.30%
Healthcare Support	3,985	3.32%
Maintenance Repair	3,899	3.25%
Legal	860	0.72%
Life/Physical/Social Science	289	0.24%
Management	9,168	7.64%
Office/Admin. Support	21,799	18.17%
Production	5,801	4.84%
Protective Services	2,808	2.34%
Sales/Related	11,310	9.43%
Personal Care/Service	3,206	2.67%
Transportation/Moving	13,357	11.14%

2020 Est. Pop 16+ by Occupation Classification	119,954	
White Collar	70,448	58.73%
Blue Collar	29,804	24.85%
Service and Farm	19,702	16.43%
2020 Est. Workers Age 16+ by Transp. to Work	118,342	
Drove Alone	99,521	84.10%
Car Pooled	10,906	9.22%
Public Transportation	1,587	1.34%
Walked	902	0.76%
Bicycle	38	0.03%
Other Means	1,318	1.11%
Worked at Home	4,069	3.44%

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DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	16,416	
15 - 29 Minutes	35,129	
30 - 44 Minutes	33,591	
45 - 59 Minutes	15,355	
60 or more Minutes	13,983	
2020 Est. Avg Travel Time to Work in Minutes		35
2020 Est. Occupied Housing Units by Tenure	86,108	
Owner Occupied	57,475	66.75%
Renter Occupied	28,633	33.25%
2020 Owner Occ. HUs: Avg. Length of Residence		15.29
2020 Renter Occ. HUs: Avg. Length of Residence		6.09
2020 Est. Owner-Occupied Housing Units by Value	86,108	
Value Less than \$20,000	1,055	1.84%
Value \$20,000 - \$39,999	1,097	1.91%
Value \$40,000 - \$59,999	1,349	2.35%
Value \$60,000 - \$79,999	2,474	4.31%
Value \$80,000 - \$99,999	4,245	7.39%
Value \$100,000 - \$149,999	12,478	21.71%
Value \$150,000 - \$199,999	13,489	23.47%
Value \$200,000 - \$299,999	12,886	22.42%
Value \$300,000 - \$399,999	3,591	6.25%
Value \$400,000 - \$499,999	2,221	3.86%
Value \$500,000 - \$749,999	1,256	2.19%
Value \$750,000 - \$999,999	489	0.85%
Value \$1,000,000 or \$1,499,999	418	0.73%
Value \$1,500,000 or \$1,999,999	138	0.24%
Value \$2,000,000+	289	0.50%
2020 Est. Median All Owner-Occupied Housing Value		\$171,663

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	11,022	11.93%
Housing Units Built 2010 to 2014	3,039	3.29%
Housing Units Built 2000 to 2009	21,584	23.35%
Housing Units Built 1990 to 1999	13,837	14.97%
Housing Units Built 1980 to 1989	16,375	17.72%
Housing Units Built 1970 to 1979	12,498	13.52%
Housing Units Built 1960 to 1969	7,259	7.85%
Housing Units Built 1950 to 1959	4,238	4.59%
Housing Units Built 1940 to 1949	1,522	1.65%
Housing Unit Built 1939 or Earlier	1,056	1.14%
2020 Est. Median Year Structure Built		1992

2020 Est. Housing Units by Units in Structure		
1 Unit Attached	68,152	73.73%
1 Unit Detached	2,091	2.26%
2 Units	772	0.84%
3 or 4 Units	3,235	3.50%
5 to 19 Units	11,068	11.98%
20 to 49 Units	1,196	1.29%
50 or More Units	2,119	2.29%
Mobile Home or Trailer	3,768	4.08%
Boat, RV, Van, etc.	29	0.03%



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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