TheRetailCoach®

RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

DeSoto, Texas

Prepared for
DoSoto Economic Development Corporation
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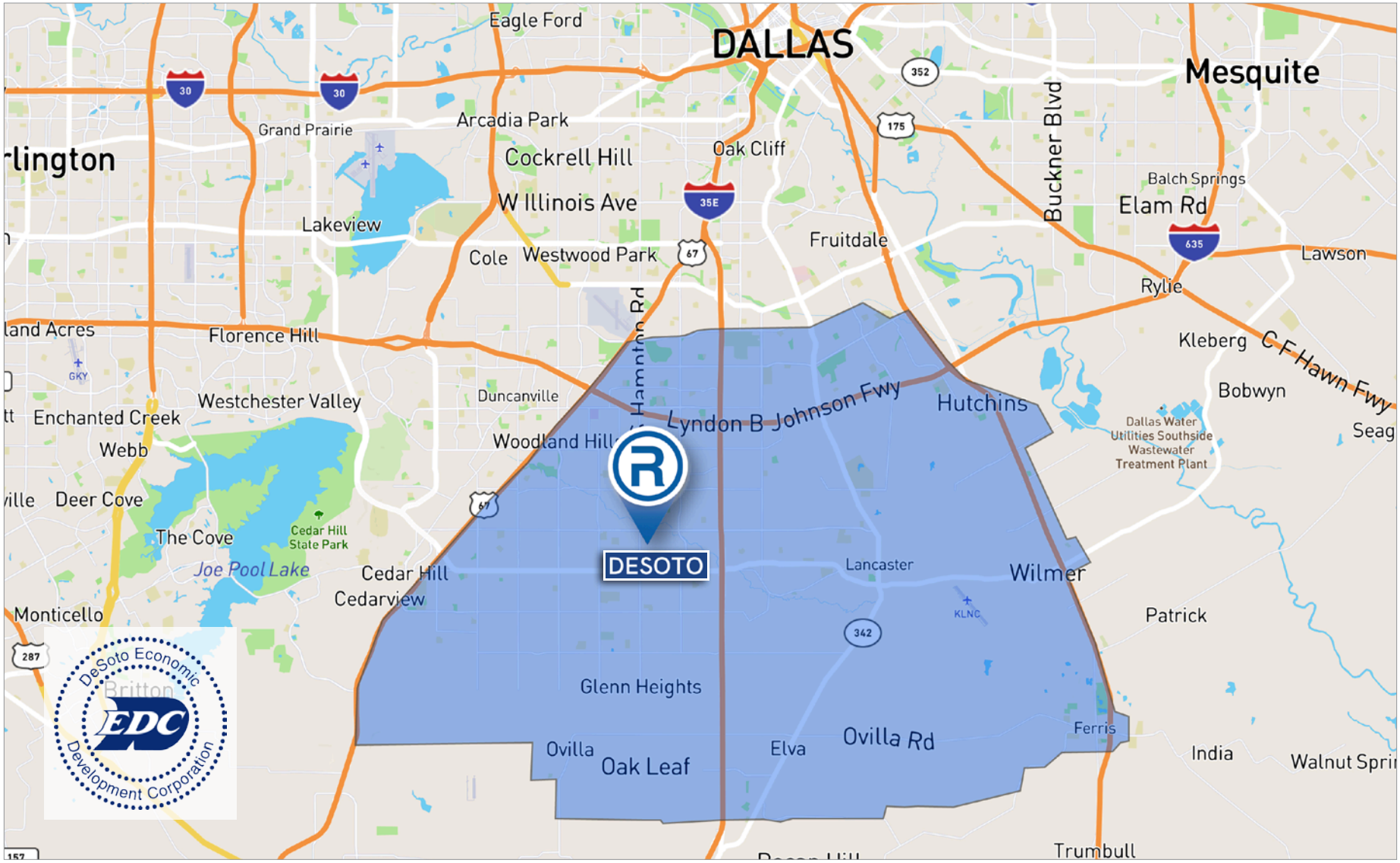
DeSoto Economic Development Corporation

RETAIL TRADE AREA

DeSoto, Texas



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RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
	Total Retail Sales Incl Eating and Drinking Places	**$3,461,016,294**	**$622,203,720**	**$2,838,812,574**	**0.180**
441	Motor Vehicle and Parts Dealers	$771,691,161.82	$152,303,017.00	$619,388,144.82	0.197
4411	Automotive Dealers	$664,191,011.64	$138,431,191.00	$525,759,820.64	0.208
4412	Other Motor Vehicle Dealers	$43,155,627.86	$0.00	$43,155,627.86	0.000
4413	Automotive Parts/Accsrs, Tire Stores	$64,344,522.32	$13,871,826.00	$50,472,696.32	0.216
442	Furniture and Home Furnishings Stores	$78,735,826.73	$4,000,113.00	$74,735,713.73	0.051
4421	Furniture Stores	$45,253,853.64	$2,016,035.00	$43,237,818.64	0.045
4422	Home Furnishing Stores	$33,481,973.09	$1,984,078.00	$31,497,895.09	0.059
443	Electronics and Appliance Stores	$124,760,129.35	$3,511,038.00	$121,249,091.35	0.028
44311	Appliances, TVs, Electronics Stores	$62,380,064.68	$1,755,519.00	$60,624,545.68	0.028
443111	Household Appliances Stores	$8,037,562.95	$66,881.00	$7,970,681.95	0.008
443112	Electronics Stores	$54,342,501.73	$1,688,638.00	$52,653,863.73	0.031
444	Building Material, Garden Equip Stores	$341,833,511.50	$9,689,589.00	$332,143,922.50	0.028
4441	Building Material and Supply Dealers	$313,795,215.97	$8,169,434.00	$305,625,781.97	0.026
44411	Home Centers	$121,705,681.86	$0.00	$121,705,681.86	0.000
44412	Paint and Wallpaper Stores	$8,723,179.61	$0.00	$8,723,179.61	0.000
44413	Hardware Stores	$28,863,304.97	$502,280.00	$28,361,024.97	0.017
44419	Other Building Materials Dealers	$154,503,049.52	$7,667,154.00	$146,835,895.52	0.050
444191	Building Materials, Lumberyards	$57,645,432.49	$3,515,737.00	$54,129,695.49	0.061
4442	Lawn, Garden Equipment, Supplies Stores	$28,038,295.53	$1,520,155.00	$26,518,140.53	0.054
44421	Outdoor Power Equipment Stores	$4,143,541.65	$74,791.00	$4,068,750.65	0.018
44422	Nursery and Garden Centers	$23,894,753.88	$1,445,364.00	$22,449,389.88	0.060

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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
445	Food and Beverage Stores	$437,012,004.05	$135,418,777.00	$301,593,227.05	0.310
4451	Grocery Stores	$397,579,089.86	$132,748,389.00	$264,830,700.86	0.334
44511	Supermarkets, Grocery (Ex Conv) Stores	$365,233,546.76	$129,301,473.00	$235,932,073.76	0.354
44512	Convenience Stores	$32,345,543.10	$3,446,916.00	$28,898,627.10	0.107
4452	Specialty Food Stores	$17,127,368.46	$959,514.00	$16,167,854.46	0.056
4453	Beer, Wine and Liquor Stores	$22,305,545.73	$1,710,874.00	$20,594,671.73	0.077
446	Health and Personal Care Stores	$213,430,785.29	$46,801,739.00	$166,629,046.29	0.219
44611	Pharmacies and Drug Stores	$170,222,532.78	$41,323,171.00	$128,899,361.78	0.243
44612	Cosmetics, Beauty Supplies, Perfume Stores	$21,077,218.89	$2,545,563.00	$18,531,655.89	0.121
44613	Optical Goods Stores	$6,880,132.74	$1,213,159.00	$5,666,973.74	0.176
44619	Other Health and Personal Care Stores	$15,250,900.89	$1,719,846.00	$13,531,054.89	0.113
447	Gasoline Stations	$266,494,941.88	$36,027,402.00	$230,467,539.88	0.135
44711	Gasoline Stations With Conv Stores	$145,170,998.91	$33,701,535.00	$111,469,463.91	0.232
44719	Other Gasoline Stations	$121,323,942.97	$2,325,867.00	$118,998,075.97	0.019
448	Clothing and Clothing Accessories Stores	$149,871,727.06	$20,371,447.00	$129,500,280.06	0.136
4481	Clothing Stores	$109,899,294.41	$17,059,286.00	$92,840,008.41	0.155
44811	Men's Clothing Stores	$4,297,448.58	$144,496.00	$4,152,952.58	0.034
44812	Women's Clothing Stores	$23,684,657.71	$3,621,578.00	$20,063,079.71	0.153
44813	Childrens, Infants Clothing Stores	$5,200,463.55	$126,197.00	$5,074,266.55	0.024
44814	Family Clothing Stores	$62,122,446.32	$12,663,389.00	$49,459,057.32	0.204
44815	Clothing Accessories Stores	$5,657,144.19	$210,742.00	$5,446,402.19	0.037
44819	Other Clothing Stores	$8,937,134.07	$292,884.00	$8,644,250.07	0.033
4482	Shoe Stores	$22,259,853.97	$1,775,497.00	$20,484,356.97	0.080
4483	Jewelry, Luggage, Leather Goods Stores	$17,712,578.68	$1,536,664.00	$16,175,914.68	0.087
44831	Jewelry Stores	$16,065,160.05	$1,536,664.00	$14,528,496.05	0.096
44832	Luggage and Leather Goods Stores	$1,647,418.63	$0.00	$1,647,418.63	0.000

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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
451	Sporting Goods, Hobby, Book, Music Stores	$68,793,578.49	$2,075,219.00	$66,718,359.49	0.030
4511	Sportng Goods, Hobby, Musical Inst Stores	$58,367,691.19	$1,445,868.00	$56,921,823.19	0.025
45111	Sporting Goods Stores	$41,719,085.75	$641,206.00	$41,077,879.75	0.015
45112	Hobby, Toys and Games Stores	$11,408,072.68	$564,096.00	$10,843,976.68	0.049
45113	Sew/Needlework/Piece Goods Stores	$2,121,468.99	$0.00	$2,121,468.99	0.000
45114	Musical Instrument and Supplies Stores	$3,119,063.77	$240,566.00	$2,878,497.77	0.077
4512	Book, Periodical and Music Stores	$10,425,887.30	$629,351.00	$9,796,536.30	0.060
45121	Book Stores and News Dealers	$10,425,887.30	$629,351.00	$9,796,536.30	0.060
451211	Book Stores	$9,307,436.71	$0.00	$9,307,436.71	0.000
451212	News Dealers and Newsstands	$1,118,450.59	$629,351.00	$489,099.59	0.563
452	General Merchandise Stores	$392,639,526.82	$102,669,784.00	$289,969,742.82	0.261
4521	Department Stores Excl Leased Depts	$257,487,443.35	$0.00	$257,487,443.35	0.000
4529	Other General Merchandise Stores	$135,152,083.48	$102,669,784.00	$32,482,299.48	0.760
453	Miscellaneous Store Retailers	$87,564,395.04	$14,424,123.00	$73,140,272.04	0.165
4531	Florists	$4,098,445.30	$677,644.00	$3,420,801.30	0.165
4532	Office Supplies, Stationery, Gift Stores	$30,211,518.72	$6,580,147.00	$23,631,371.72	0.218
45321	Office Supplies and Stationery Stores	$17,141,354.90	$6,096,134.00	$11,045,220.90	0.356
45322	Gift, Novelty and Souvenir Stores	$13,070,163.82	$484,013.00	$12,586,150.82	0.037
4533	Used Merchandise Stores	$13,531,052.52	$2,755,679.00	$10,775,373.52	0.204
4539	Other Miscellaneous Store Retailers	$39,723,378.51	$4,410,653.00	$35,312,725.51	0.111
454	Non-Store Retailers	$154,282,646.23	$19,226,301.00	$135,056,345.23	0.125

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722	Foodservice and Drinking Places	$373,906,060.19	$75,685,171.00	$298,220,889.19	0.202
7223	Special Foodservices	$22,495,855.71	$1,744,672.00	$20,751,183.71	0.078
7224	Drinking Places -Alcoholic Beverages	$12,415,667.38	$5,465,203.00	$6,950,464.38	0.440
722511	Full Service Restaurants	$166,159,618.51	$18,224,924.00	$147,934,694.51	0.110
722513	Limited Service Eating Places	$153,628,280.42	$48,843,997.00	$104,784,283.42	0.318
722514	Cafeterias, Grill Buffets, and Buffets	$6,299,068.83	$0.00	$6,299,068.83	0.000
722515	Snack and Non-alcoholic Beverage Bars	$12,907,569.35	$1,406,375.00	$11,501,194.35	0.109

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

DeSoto, Texas

DESCRIPTION	DATA	%
Population		
2022 Projection	264,999	
2017 Estimate	243,565	
2010 Census	213,779	
2000 Census	163,576	
Growth 2017 - 2022		8.80%
Growth 2010 - 2017		13.93%
Growth 2000 - 2010		30.69%
2017 Est. Population by Single-Classification Race	243,565	
White Alone	61,849	25.39%
Black or African American Alone	149,553	61.40%
Amer. Indian and Alaska Native Alone	1,105	0.45%
Asian Alone	1,704	0.70%
Native Hawaiian and Other Pac. Isl. Alone	111	0.05%
Some Other Race Alone	23,112	9.49%
Two or More Races	6,132	2.52%
2017 Est. Population by Hispanic or Latino Origin	243,565	
Not Hispanic or Latino	194,046	79.67%
Hispanic or Latino	49,519	20.33%
Mexican	42,740	86.31%
Puerto Rican	818	1.65%
Cuban	192	0.39%
All Other Hispanic or Latino	5,769	11.65%

DESCRIPTION	DATA	%
2017 Est. Hisp. or Latino Pop by Single-Class. Race	49,519	
White Alone	22,419	45.27%
Black or African American Alone	1,239	2.50%
American Indian and Alaska Native Alone	477	0.96%
Asian Alone	58	0.12%
Native Hawaiian and Other Pacific Islander Alone	23	0.05%
Some Other Race Alone	22,867	46.18%
Two or More Races	2,436	4.92%
2017 Est. Pop by Race, Asian Alone, by Category	1,704	
Chinese, except Taiwanese	306	17.96%
Filipino	378	22.16%
Japanese	30	1.79%
Asian Indian	182	10.68%
Korean	181	10.64%
Vietnamese	328	19.27%
Cambodian	19	1.09%
Hmong	15	0.85%
Laotian	123	7.20%
Thai	14	0.84%
All Other Asian Races Including 2+ Category	128	7.53%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

DeSoto, Texas

DESCRIPTION	DATA	%
2017 Est. Population by Ancestry	243,565	
Arab	340	0.14%
Czech	283	0.12%
Danish	55	0.02%
Dutch	317	0.13%
English	4,315	1.77%
French (except Basque)	960	0.39%
French Canadian	68	0.03%
German	5,271	2.16%
Greek	159	0.07%
Hungarian	124	0.05%
Irish	5,493	2.26%
Italian	1,506	0.62%
Lithuanian	3	0.00%
United States or American	7,951	3.26%
Norwegian	304	0.12%
Polish	476	0.20%
Portuguese	90	0.04%
Russian	117	0.05%
Scottish	920	0.38%
Scotch-Irish	910	0.37%
Slovak	1	0.00%
Subsaharan African	3,501	1.44%
Swedish	290	0.12%
Swiss	110	0.05%
Ukrainian	63	0.03%
Welsh	334	0.14%
West Indian (except Hisp. groups)	708	0.29%
Other ancestries	188,129	77.24%
Ancestry Unclassified	20,767	8.53%

DESCRIPTION	DATA	%
2017 Est. Pop Age 5+ by Language Spoken At Home	226,082	
Speak Only English at Home	182,591	80.76%
Speak Asian/Pac. Isl. Lang. at Home	1,174	0.52%
Speak IndoEuropean Language at Home	1,406	0.62%
Speak Spanish at Home	39,568	17.50%
Speak Other Language at Home	1,342	0.59%
2017 Est. Population by Age	243,565	
Age 0 - 4	17,483	7.18%
Age 5 - 9	18,285	7.51%
Age 10 - 14	19,467	7.99%
Age 15 - 17	11,685	4.80%
Age 18 - 20	10,646	4.37%
Age 21 - 24	14,328	5.88%
Age 25 - 34	31,001	12.73%
Age 35 - 44	32,657	13.41%
Age 45 - 54	32,425	13.31%
Age 55 - 64	28,572	11.73%
Age 65 - 74	17,780	7.30%
Age 75 - 84	6,967	2.86%
Age 85 and over	2,269	0.93%
Age 16 and over	184,490	75.75%
Age 18 and over	176,645	72.52%
Age 21 and over	166,000	68.15%
Age 65 and over	27,016	11.09%
2017 Est. Median Age	34.6	
2017 Est. Average Age	35.8	

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
2017 Est. Population by Sex	243,565	
Male	114,150	46.87%
Female	129,415	53.13%
2017 Est. Male Population by Age	114,150	
Age 0 - 4	8,943	7.83%
Age 5 - 9	9,372	8.21%
Age 10 - 14	9,836	8.62%
Age 15 - 17	5,928	5.19%
Age 18 - 20	5,476	4.80%
Age 21 - 24	7,302	6.40%
Age 25 - 34	14,458	12.67%
Age 35 - 44	14,369	12.59%
Age 45 - 54	14,647	12.83%
Age 55 - 64	12,623	11.06%
Age 65 - 74	7,672	6.72%
Age 75 - 84	2,823	2.47%
Age 85 and over	701	0.61%
2017 Est. Median Age, Male	32.1	
2017 Est. Average Age, Male	34.2	

DESCRIPTION	DATA	%
2017 Est. Female Population by Age	129,415	
Age 0 - 4	8,541	6.60%
Age 5 - 9	8,913	6.89%
Age 10 - 14	9,630	7.44%
Age 15 - 17	5,757	4.45%
Age 18 - 20	5,170	3.99%
Age 21 - 24	7,026	5.43%
Age 25 - 34	16,542	12.78%
Age 35 - 44	18,289	14.13%
Age 45 - 54	17,779	13.74%
Age 55 - 64	15,949	12.32%
Age 65 - 74	10,108	7.81%
Age 75 - 84	4,144	3.20%
Age 85 and over	1,568	1.21%
2017 Est. Median Age, Female	36.7	
2017 Est. Average Age, Female	37.2	
2017 Est. Pop Age 15+ by Marital Status	188,330	
Total, Never Married	67,476	35.83%
Males, Never Married	32,631	17.33%
Females, Never Married	34,845	18.50%
Married, Spouse present	76,042	40.38%
Married, Spouse absent	11,629	6.17%
Widowed	9,355	4.97%
Males Widowed	1,737	0.92%
Females Widowed	7,618	4.05%
Divorced	23,827	12.65%
Males Divorced	8,591	4.56%
Females Divorced	15,236	8.09%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
2017 Est. Pop Age 25+ by Edu. Attainment	151,672	
Less than 9th grade	8,932	5.89%
Some High School, no diploma	13,972	9.21%
High School Graduate (or GED)	43,975	28.99%
Some College, no degree	41,623	27.44%
Associate Degree	11,293	7.45%
Bachelor's Degree	21,680	14.29%
Master's Degree	8,280	5.46%
Professional School Degree	1,135	0.75%
Doctorate Degree	783	0.52%
2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	25,053	
No High School Diploma	11,841	47.27%
High School Graduate	6,021	24.03%
Some College or Associate's Degree	5,542	22.12%
Bachelor's Degree or Higher	1,648	6.58%
Households		
2022 Projection	88,760	
2017 Estimate	82,077	
2010 Census	73,513	
2000 Census	55,883	
Growth 2017 - 2022		8.14%
Growth 2010 - 2017		11.65%
Growth 2000 - 2010		31.55%

DESCRIPTION	DATA	%
2017 Est. Households by Household Type	82,077	
Family Households	61,253	74.63%
Nonfamily Households	20,825	25.37%
2017 Est. Group Quarters Population	2,480	
2017 HHs by Ethnicity, Hispanic/Latino	11,867	
2017 Est. Households by HH Income	82,077	
Income < $15,000	10,070	12.27%
Income $15,000 - $24,999	7,563	9.21%
Income $25,000 - $34,999	8,871	10.81%
Income $35,000 - $49,999	12,003	14.62%
Income $50,000 - $74,999	15,030	18.31%
Income $75,000 - $99,999	10,948	13.34%
Income $100,000 - $124,999	7,331	8.93%
Income $125,000 - $149,999	4,283	5.22%
Income $150,000 - $199,999	3,397	4.14%
Income $200,000 - $249,999	1,311	1.60%
Income $250,000 - $499,999	1,027	1.25%
Income $500,000+	244	0.30%
2017 Est. Average Household Income	$69,352	
2017 Est. Median Household Income	$54,211	

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DESCRIPTION	DATA	%
2017 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	$62,153	
Black or African American Alone	$52,570	
American Indian and Alaska Native Alone	$41,553	
Asian Alone	$87,895	
Native Hawaiian and Other Pacific Islander Alone	$73,874	
Some Other Race Alone	$44,641	
Two or More Races	$43,331	
Hispanic or Latino	$47,600	
Not Hispanic or Latino	$55,776	
2017 Est. Family HH Type by Presence of Own Child.	61,253	
Married-Couple Family, own children	17,277	28.21%
Married-Couple Family, no own children	19,913	32.51%
Male Householder, own children	2,059	3.36%
Male Householder, no own children	2,237	3.65%
Female Householder, own children	11,211	18.30%
Female Householder, no own children	8,555	13.97%
2017 Est. Households by Household Size	82,077	
1-person	17,626	21.47%
2-person	22,469	27.38%
3-person	15,580	18.98%
4-person	12,497	15.23%
5-person	7,525	9.17%
6-person	3,545	4.32%
7-or-more-person	2,835	3.45%
2017 Est. Average Household Size	2.94	

DESCRIPTION	DATA	%
2017 Est. Households by Presence of People Under 18	82,077	
Households with 1 or More People under Age 18:	36,376	44.32%
Married-Couple Family	19,607	53.90%
Other Family, Male Householder	2,598	7.14%
Other Family, Female Householder	13,896	38.20%
Nonfamily, Male Householder	180	0.50%
Nonfamily, Female Householder	95	0.26%
Households with No People under Age 18:	45,702	55.68%
Married-Couple Family	17,584	38.47%
Other Family, Male Householder	1,692	3.70%
Other Family, Female Householder	5,870	12.84%
Nonfamily, Male Householder	8,375	18.33%
Nonfamily, Female Householder	12,181	26.65%
2017 Est. Households by Number of Vehicles	82,077	
No Vehicles	5,426	6.61%
1 Vehicle	29,112	35.47%
2 Vehicles	29,046	35.39%
3 Vehicles	13,400	16.33%
4 Vehicles	3,858	4.70%
5 or more Vehicles	1,235	1.50%
2017 Est. Average Number of Vehicles	1.8	

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DESCRIPTION	DATA	%
Family Households		
2022 Projection	66,298	
2017 Estimate	61,253	
2010 Census	54,728	
2000 Census	43,476	
Growth 2017 - 2022		8.24%
Growth 2010 - 2017		11.92%
Growth 2000 - 2010		25.88%
2017 Est. Families by Poverty Status	61,253	
2017 Families at or Above Poverty	52,559	85.81%
2017 Families at or Above Poverty with Children	27,048	44.16%
2017 Families Below Poverty	8,694	14.19%
2017 Families Below Poverty with Children	6,770	11.05%
2017 Est. Pop Age 16+ by Employment Status	184,490	
In Armed Forces	90	0.05%
Civilian - Employed	109,277	59.23%
Civilian - Unemployed	10,765	5.84%
Not in Labor Force	64,358	34.88%
2017 Est. Civ. Employed Pop 16+ by Class of Worker	108,502	
For-Profit Private Workers	74,833	68.97%
Non-Profit Private Workers	5,748	5.30%
Local Government Workers	9,440	8.70%
State Government Workers	5,551	5.12%
Federal Government Workers	5,143	4.74%
Self-Employed Workers	7,582	6.99%
Unpaid Family Workers	205	0.19%

DESCRIPTION	DATA	%
2017 Est. Civ. Employed Pop 16+ by Occupation	108,502	
Architect/Engineer	924	0.85%
Arts/Entertainment/Sports	1,190	1.10%
Building Grounds Maintenance	3,395	3.13%
Business/Financial Operations	5,388	4.97%
Community/Social Services	2,321	2.14%
Computer/Mathematical	2,065	1.90%
Construction/Extraction	5,399	4.98%
Education/Training/Library	7,341	6.77%
Farming/Fishing/Forestry	286	0.26%
Food Prep/Serving	4,795	4.42%
Health Practitioner/Technician	4,391	4.05%
Healthcare Support	3,775	3.48%
Maintenance Repair	3,777	3.48%
Legal	1,074	0.99%
Life/Physical/Social Science	245	0.23%
Management	7,624	7.03%
Office/Admin. Support	21,239	19.57%
Production	5,509	5.08%
Protective Services	3,840	3.54%
Sales/Related	10,302	9.50%
Personal Care/Service	3,107	2.86%
Transportation/Moving	10,514	9.69%
2017 Est. Pop 16+ by Occupation Classification	108,502	
Blue Collar	25,199	23.22%
White Collar	64,105	59.08%
Service and Farm	19,198	17.69%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

DeSoto, Texas

DESCRIPTION	DATA	%
2017 Est. Workers Age 16+ by Transp. to Work	106,409	
Drove Alone	87,718	82.43%
Car Pooled	10,888	10.23%
Public Transportation	2,172	2.04%
Walked	695	0.65%
Bicycle	20	0.02%
Other Means	1,690	1.59%
Worked at Home	3,226	3.03%
2017 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	15,361	
15 - 29 Minutes	32,360	
30 - 44 Minutes	29,793	
45 - 59 Minutes	15,348	
60 or more Minutes	10,442	
2017 Est. Avg Travel Time to Work in Minutes	34.00	
2017 Est. Occupied Housing Units by Tenure	82,077	
Owner Occupied	54,462	66.35%
Renter Occupied	27,616	33.65%
2017 Owner Occ. HUs: Avg. Length of Residence	14.7	
2017 Renter Occ. HUs: Avg. Length of Residence	6.1	

DESCRIPTION	DATA	%
2017 Est. Owner-Occupied Housing Units by Value	54,462	
Value Less than $20,000	1,757	3.23%
Value $20,000 - $39,999	1,141	2.10%
Value $40,000 - $59,999	1,973	3.62%
Value $60,000 - $79,999	3,901	7.16%
Value $80,000 - $99,999	6,264	11.50%
Value $100,000 - $149,999	16,464	30.23%
Value $150,000 - $199,999	11,920	21.89%
Value $200,000 - $299,999	7,257	13.33%
Value $300,000 - $399,999	1,850	3.40%
Value $400,000 - $499,999	997	1.83%
Value $500,000 - $749,999	458	0.84%
Value $750,000 - $999,999	203	0.37%
Value $1,000,000 or more	275	0.50%
2017 Est. Median All Owner-Occupied Housing Value	$137,033	
2017 Est. Housing Units by Units in Structure	88,467	
1 Unit Attached	2,016	2.28%
1 Unit Detached	65,146	73.64%
2 Units	929	1.05%
3 or 4 Units	2,529	2.86%
5 to 19 Units	10,782	12.19%
20 to 49 Units	1,077	1.22%
50 or More Units	2,866	3.24%
Mobile Home or Trailer	3,088	3.49%
Boat, RV, Van, etc.	34	0.04%

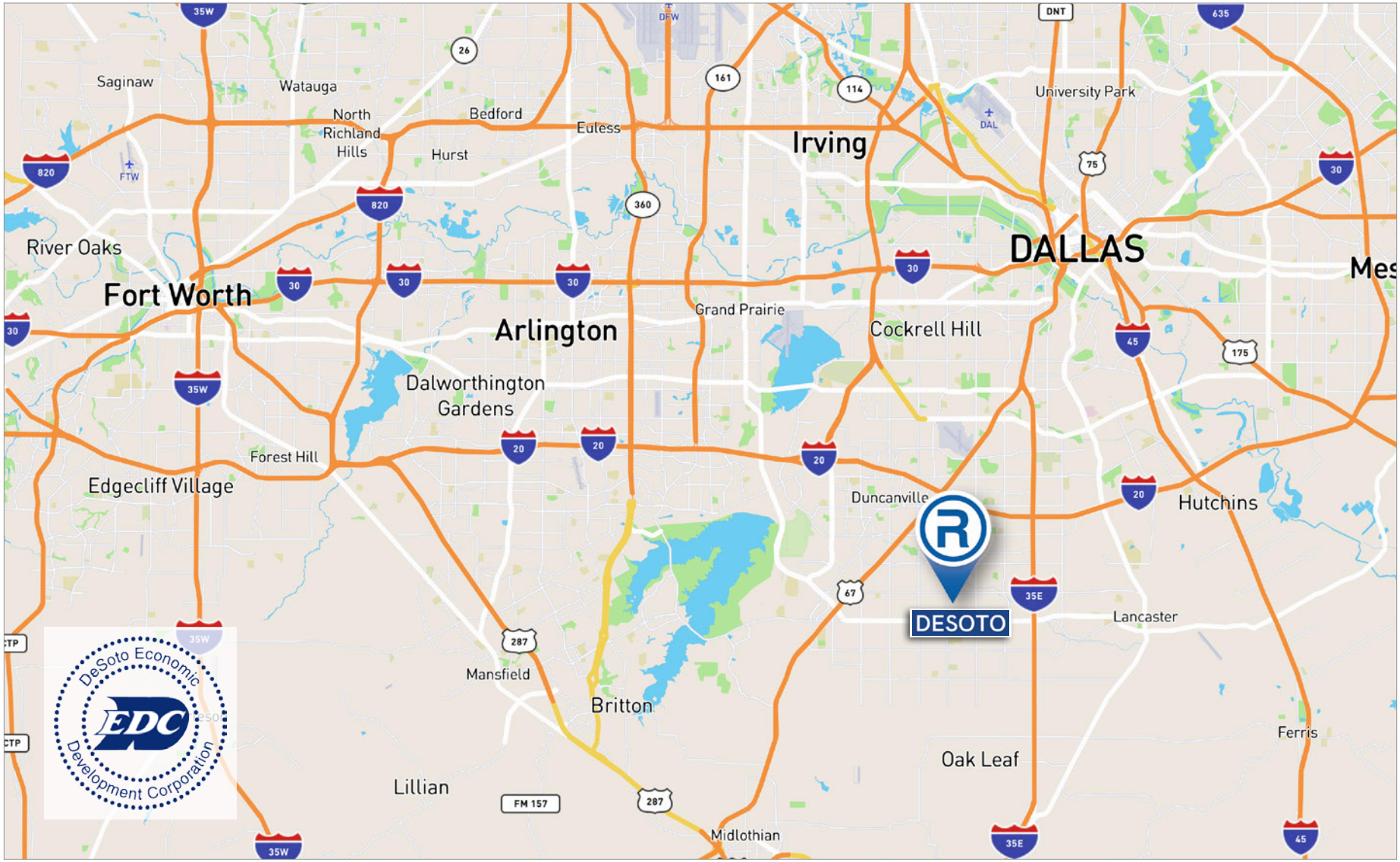
RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

DeSoto, Texas

DESCRIPTION	DATA	%
2017 Est. Housing Units by Year Structure Built	88,467	
Housing Units Built 2010 or later	10,266	11.60%
Housing Units Built 2000 to 2009	23,042	26.05%
Housing Units Built 1990 to 1999	12,621	14.27%
Housing Units Built 1980 to 1989	16,624	18.79%
Housing Units Built 1970 to 1979	11,684	13.21%
Housing Units Built 1960 to 1969	7,279	8.23%
Housing Units Built 1950 to 1959	4,127	4.67%
Housing Units Built 1940 to 1949	1,591	1.80%
Housing Unit Built 1939 or Earlier	1,234	1.40%
2017 Est. Median Year Structure Built	1991	

LOCATION

DeSoto, Texas



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www.dedc.org | mcheatham@dedc.org

COMMUNITY • DEMOGRAPHIC PROFILE

DeSoto, Texas

DESCRIPTION	DATA	%
Population		
2022 Projection	63,552	
2017 Estimate	58,159	
2010 Census	49,047	
2000 Census	37,518	
Growth 2017 - 2022		9.27%
Growth 2010 - 2017		18.58%
Growth 2000 - 2010		30.73%
2017 Est. Population by Single-Classification Race	58,159	
White Alone	10,731	18.45%
Black or African American Alone	41,735	71.76%
Amer. Indian and Alaska Native Alone	229	0.39%
Asian Alone	565	0.97%
Native Hawaiian and Other Pac. Isl. Alone	29	0.05%
Some Other Race Alone	3,517	6.05%
Two or More Races	1,353	2.33%
2017 Est. Population by Hispanic or Latino Origin	58,159	
Not Hispanic or Latino	50,455	86.75%
Hispanic or Latino	7,704	13.25%
Mexican	6,475	84.05%
Puerto Rican	194	2.52%
Cuban	50	0.65%
All Other Hispanic or Latino	985	12.79%

DESCRIPTION	DATA	%
2017 Est. Hisp. or Latino Pop by Single-Class. Race	7,704	
White Alone	3,323	43.13%
Black or African American Alone	385	5.00%
American Indian and Alaska Native Alone	112	1.45%
Asian Alone	9	0.12%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	3,450	44.78%
Two or More Races	425	5.52%
2017 Est. Pop by Race, Asian Alone, by Category	565	
Chinese, except Taiwanese	67	11.86%
Filipino	107	18.94%
Japanese	3	0.53%
Asian Indian	91	16.11%
Korean	82	14.51%
Vietnamese	147	26.02%
Cambodian	5	0.88%
Hmong	0	0.00%
Laotian	33	5.84%
Thai	3	0.53%
All Other Asian Races Including 2+ Category	27	4.78%

COMMUNITY • DEMOGRAPHIC PROFILE

DeSoto, Texas

DESCRIPTION	DATA	%
2017 Est. Population by Ancestry	58,159	
Arab	139	0.24%
Czech	54	0.09%
Danish	0	0.00%
Dutch	48	0.08%
English	843	1.45%
French (except Basque)	194	0.33%
French Canadian	12	0.02%
German	1,263	2.17%
Greek	94	0.16%
Hungarian	19	0.03%
Irish	848	1.46%
Italian	285	0.49%
Lithuanian	0	0.00%
United States or American	2,117	3.64%
Norwegian	37	0.06%
Polish	61	0.10%
Portuguese	27	0.05%
Russian	12	0.02%
Scottish	192	0.33%
Scotch-Irish	209	0.36%
Slovak	1	0.00%
Subsaharan African	923	1.59%
Swedish	35	0.06%
Swiss	7	0.01%
Ukrainian	54	0.09%
Welsh	129	0.22%
West Indian (except Hisp. groups)	332	0.57%
Other ancestries	45,557	78.33%
Ancestry Unclassified	4,667	8.02%

DESCRIPTION	DATA	%
2017 Est. Pop Age 5+ by Language Spoken At Home	54,454	
Speak Only English at Home	46,411	85.23%
Speak Asian/Pac. Isl. Lang. at Home	243	0.45%
Speak IndoEuropean Language at Home	370	0.68%
Speak Spanish at Home	7,060	12.97%
Speak Other Language at Home	370	0.68%
2017 Est. Population by Age	58,159	
Age 0 - 4	3,705	6.37%
Age 5 - 9	3,890	6.69%
Age 10 - 14	4,398	7.56%
Age 15 - 17	2,711	4.66%
Age 18 - 20	2,472	4.25%
Age 21 - 24	3,334	5.73%
Age 25 - 34	6,831	11.75%
Age 35 - 44	7,422	12.76%
Age 45 - 54	8,140	14.00%
Age 55 - 64	7,762	13.35%
Age 65 - 74	4,924	8.47%
Age 75 - 84	1,872	3.22%
Age 85 and over	698	1.20%
Age 16 and over	45,276	77.85%
Age 18 and over	43,455	74.72%
Age 21 and over	40,983	70.47%
Age 65 and over	7,494	12.89%
2017 Est. Median Age	37.3	
2017 Est. Average Age	37.7	

COMMUNITY • DEMOGRAPHIC PROFILE

DeSoto, Texas

DESCRIPTION	DATA	%
2017 Est. Population by Sex	58,159	
Male	26,853	46.17%
Female	31,306	53.83%
2017 Est. Male Population by Age	26,853	
Age 0 - 4	1,897	7.06%
Age 5 - 9	2,015	7.50%
Age 10 - 14	2,248	8.37%
Age 15 - 17	1,371	5.11%
Age 18 - 20	1,269	4.73%
Age 21 - 24	1,691	6.30%
Age 25 - 34	3,196	11.90%
Age 35 - 44	3,175	11.82%
Age 45 - 54	3,577	13.32%
Age 55 - 64	3,352	12.48%
Age 65 - 74	2,108	7.85%
Age 75 - 84	753	2.80%
Age 85 and over	201	0.75%
2017 Est. Median Age, Male	34.2	
2017 Est. Average Age, Male	35.8	

DESCRIPTION	DATA	%
2017 Est. Female Population by Age	31,306	
Age 0 - 4	1,808	5.78%
Age 5 - 9	1,875	5.99%
Age 10 - 14	2,150	6.87%
Age 15 - 17	1,340	4.28%
Age 18 - 20	1,203	3.84%
Age 21 - 24	1,643	5.25%
Age 25 - 34	3,635	11.61%
Age 35 - 44	4,247	13.57%
Age 45 - 54	4,563	14.58%
Age 55 - 64	4,410	14.09%
Age 65 - 74	2,816	9.00%
Age 75 - 84	1,119	3.57%
Age 85 and over	497	1.59%
2017 Est. Median Age, Female	39.7	
2017 Est. Average Age, Female	39.3	
2017 Est. Pop Age 15+ by Marital Status	46,166	
Total, Never Married	15,076	32.66%
Males, Never Married	7,333	15.88%
Females, Never Married	7,743	16.77%
Married, Spouse present	20,405	44.20%
Married, Spouse absent	2,172	4.70%
Widowed	2,385	5.17%
Males Widowed	372	0.81%
Females Widowed	2,013	4.36%
Divorced	6,128	13.27%
Males Divorced	1,944	4.21%
Females Divorced	4,184	9.06%

COMMUNITY • DEMOGRAPHIC PROFILE

DeSoto, Texas

DESCRIPTION	DATA	%
2017 Est. Pop Age 25+ by Edu. Attainment	37,649	
Less than 9th grade	1,452	3.86%
Some High School, no diploma	2,207	5.86%
High School Graduate (or GED)	8,845	23.49%
Some College, no degree	11,321	30.07%
Associate Degree	3,307	8.78%
Bachelor's Degree	7,183	19.08%
Master's Degree	2,690	7.14%
Professional School Degree	376	1.00%
Doctorate Degree	268	0.71%
2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	3,953	
No High School Diploma	1,415	35.80%
High School Graduate	797	20.16%
Some College or Associate's Degree	1,390	35.16%
Bachelor's Degree or Higher	351	8.88%
Households		
2022 Projection	22,301	
2017 Estimate	20,569	
2010 Census	17,623	
2000 Census	13,366	
Growth 2017 - 2022		8.42%
Growth 2010 - 2017		16.72%
Growth 2000 - 2010		31.85%

DESCRIPTION	DATA	%
2017 Est. Households by Household Type	20,569	
Family Households	15,122	73.52%
Nonfamily Households	5,447	26.48%
2017 Est. Group Quarters Population	368	
2017 HHs by Ethnicity, Hispanic/Latino	1,879	
2017 Est. Households by HH Income	20,569	
Income < $15,000	2,236	10.87%
Income $15,000 - $24,999	1,626	7.91%
Income $25,000 - $34,999	1,947	9.47%
Income $35,000 - $49,999	2,900	14.10%
Income $50,000 - $74,999	3,332	16.20%
Income $75,000 - $99,999	2,889	14.05%
Income $100,000 - $124,999	2,312	11.24%
Income $125,000 - $149,999	1,439	7.00%
Income $150,000 - $199,999	1,128	5.48%
Income $200,000 - $249,999	416	2.02%
Income $250,000 - $499,999	300	1.46%
Income $500,000+	44	0.21%
2017 Est. Average Household Income	$76,213	
2017 Est. Median Household Income	$61,821	

COMMUNITY • DEMOGRAPHIC PROFILE

DeSoto, Texas

DESCRIPTION	DATA	%
2017 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	$61,272	
Black or African American Alone	$62,467	
American Indian and Alaska Native Alone	$50,000	
Asian Alone	$97,917	
Native Hawaiian and Other Pacific Islander Alone	$35,000	
Some Other Race Alone	$56,583	
Two or More Races	$56,481	
Hispanic or Latino	$52,565	
Not Hispanic or Latino	$63,030	
2017 Est. Family HH Type by Presence of Own Child.	15,122	
Married-Couple Family, own children	4,248	28.09%
Married-Couple Family, no own children	5,625	37.20%
Male Householder, own children	429	2.84%
Male Householder, no own children	444	2.94%
Female Householder, own children	2,436	16.11%
Female Householder, no own children	1,940	12.83%
2017 Est. Households by Household Size	20,569	
1-person	4,736	23.02%
2-person	6,022	29.28%
3-person	3,819	18.57%
4-person	3,012	14.64%
5-person	1,630	7.92%
6-person	733	3.56%
7-or-more-person	617	3.00%
2017 Est. Average Household Size	2.81	

DESCRIPTION	DATA	%
2017 Est. Households by Presence of People Under 18	20,569	
Households with 1 or More People under Age 18:	8,467	41.16%
Married-Couple Family	4,852	57.30%
Other Family, Male Householder	533	6.30%
Other Family, Female Householder	3,013	35.59%
Nonfamily, Male Householder	38	0.45%
Nonfamily, Female Householder	31	0.37%
Households with No People under Age 18:	12,102	58.84%
Married-Couple Family	5,025	41.52%
Other Family, Male Householder	337	2.78%
Other Family, Female Householder	1,364	11.27%
Nonfamily, Male Householder	2,017	16.67%
Nonfamily, Female Householder	3,359	27.76%
2017 Est. Households by Number of Vehicles	20,569	
No Vehicles	1,175	5.71%
1 Vehicle	6,706	32.60%
2 Vehicles	7,500	36.46%
3 Vehicles	4,008	19.49%
4 Vehicles	859	4.18%
5 or more Vehicles	321	1.56%
2017 Est. Average Number of Vehicles	1.9	

COMMUNITY • DEMOGRAPHIC PROFILE

DeSoto, Texas

DESCRIPTION	DATA	%
Family Households		
2022 Projection	16,415	
2017 Estimate	15,122	
2010 Census	13,068	
2000 Census	10,482	
Growth 2017 - 2022		8.55%
Growth 2010 - 2017		15.72%
Growth 2000 - 2010		24.67%
2017 Est. Families by Poverty Status	15,122	
2017 Families at or Above Poverty	13,435	88.84%
2017 Families at or Above Poverty with Children	6,366	42.10%
2017 Families Below Poverty	1,687	11.16%
2017 Families Below Poverty with Children	1,261	8.34%
2017 Est. Pop Age 16+ by Employment Status	45,276	
In Armed Forces	20	0.04%
Civilian - Employed	28,380	62.68%
Civilian - Unemployed	2,913	6.43%
Not in Labor Force	13,963	30.84%
2017 Est. Civ. Employed Pop 16+ by Class of Worker	28,127	
For-Profit Private Workers	18,608	66.16%
Non-Profit Private Workers	1,673	5.95%
Local Government Workers	2,434	8.65%
State Government Workers	1,552	5.52%
Federal Government Workers	1,628	5.79%
Self-Employed Workers	2,106	7.49%
Unpaid Family Workers	126	0.45%

DESCRIPTION	DATA	%
2017 Est. Civ. Employed Pop 16+ by Occupation	28,127	
Architect/Engineer	187	0.66%
Arts/Entertainment/Sports	433	1.54%
Building Grounds Maintenance	789	2.81%
Business/Financial Operations	1,538	5.47%
Community/Social Services	773	2.75%
Computer/Mathematical	586	2.08%
Construction/Extraction	732	2.60%
Education/Training/Library	2,081	7.40%
Farming/Fishing/Forestry	38	0.14%
Food Prep/Serving	1,067	3.79%
Health Practitioner/Technician	1,324	4.71%
Healthcare Support	848	3.01%
Maintenance Repair	934	3.32%
Legal	384	1.37%
Life/Physical/Social Science	64	0.23%
Management	2,334	8.30%
Office/Admin. Support	6,267	22.28%
Production	968	3.44%
Protective Services	1,049	3.73%
Sales/Related	2,548	9.06%
Personal Care/Service	812	2.89%
Transportation/Moving	2,371	8.43%
2017 Est. Pop 16+ by Occupation Classification	28,127	
Blue Collar	5,005	17.79%
White Collar	18,519	65.84%
Service and Farm	4,603	16.37%

COMMUNITY • DEMOGRAPHIC PROFILE

DeSoto, Texas

DESCRIPTION	DATA	%
2017 Est. Workers Age 16+ by Transp. to Work	27,485	
Drove Alone	22,797	82.94%
Car Pooled	2,800	10.19%
Public Transportation	573	2.08%
Walked	204	0.74%
Bicycle	3	0.01%
Other Means	267	0.97%
Worked at Home	841	3.06%
2017 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,315	
15 - 29 Minutes	7,571	
30 - 44 Minutes	8,019	
45 - 59 Minutes	3,901	
60 or more Minutes	2,849	
2017 Est. Avg Travel Time to Work in Minutes	34.00	
2017 Est. Occupied Housing Units by Tenure	20,569	
Owner Occupied	13,933	67.74%
Renter Occupied	6,636	32.26%
2017 Owner Occ. HUs: Avg. Length of Residence	13.6	
2017 Renter Occ. HUs: Avg. Length of Residence	5.7	

DESCRIPTION	DATA	%
2017 Est. Owner-Occupied Housing Units by Value	13,933	
Value Less than $20,000	431	3.09%
Value $20,000 - $39,999	105	0.75%
Value $40,000 - $59,999	54	0.39%
Value $60,000 - $79,999	322	2.31%
Value $80,000 - $99,999	881	6.32%
Value $100,000 - $149,999	4,195	30.11%
Value $150,000 - $199,999	3,855	27.67%
Value $200,000 - $299,999	2,781	19.96%
Value $300,000 - $399,999	607	4.36%
Value $400,000 - $499,999	351	2.52%
Value $500,000 - $749,999	169	1.21%
Value $750,000 - $999,999	82	0.59%
Value $1,000,000 or more	100	0.72%
2017 Est. Median All Owner-Occupied Housing Value	$162,691	
2017 Est. Housing Units by Units in Structure	21,797	
1 Unit Attached	590	2.71%
1 Unit Detached	16,211	74.37%
2 Units	73	0.33%
3 or 4 Units	460	2.11%
5 to 19 Units	2,595	11.91%
20 to 49 Units	389	1.78%
50 or More Units	1,014	4.65%
Mobile Home or Trailer	465	2.13%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2017 Est. Housing Units by Year Structure Built	21,797	
Housing Units Built 2010 or later	2,690	12.34%
Housing Units Built 2000 to 2009	5,762	26.43%
Housing Units Built 1990 to 1999	3,591	16.47%
Housing Units Built 1980 to 1989	5,039	23.12%
Housing Units Built 1970 to 1979	3,038	13.94%
Housing Units Built 1960 to 1969	1,116	5.12%
Housing Units Built 1950 to 1959	433	1.99%
Housing Units Built 1940 to 1949	76	0.35%
Housing Unit Built 1939 or Earlier	52	0.24%
2017 Est. Median Year Structure Built	1993	

ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

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.

C. Kelly Cofer
President & CEO
The Retail Coach, LLC

Retail360®

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” data gathered through extensive visits within 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 helps assure our clients that they are receiving the latest and best information for their 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.

The Retail Coach –
“It’s not about data. It’s about your success.”

ACKNOWLEDGEMENTS

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, Nielsen 2016/2017, ESRI 2016, U.S. Census Bureau, Economy.com, 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 MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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