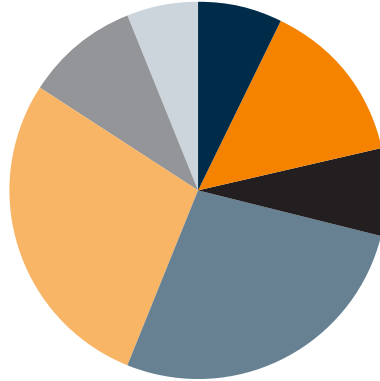


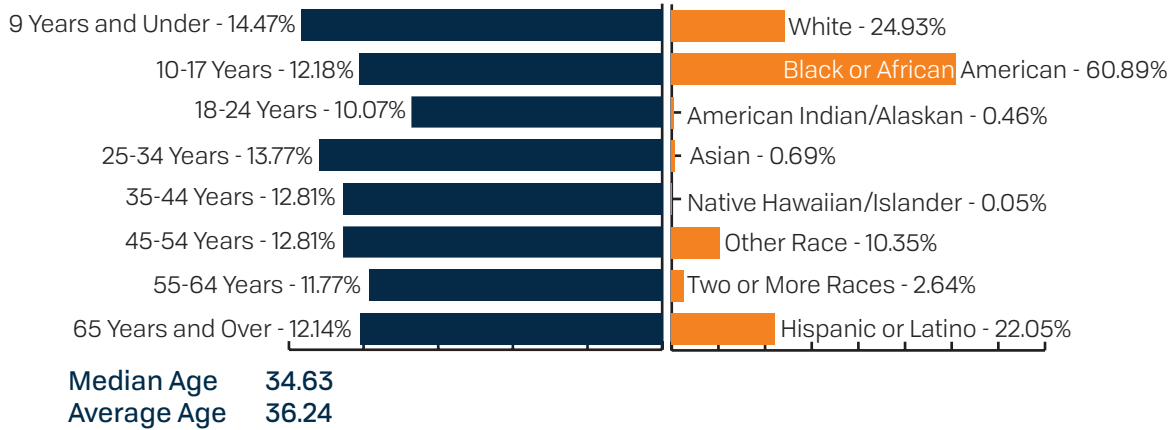
# CITY OF DESOTO TEXAS

POPULATION   
**256,215**  
2020 Estimated Primary Retail  
Trade Area Population



Graduate or Professional	7.3%
Bachelor's Degree	14.2%
Associate Degree	7.6%
Some College, No Degree	27.2%
High School Graduate	28.1%
Some High School, No Degree	9.6%
Less than 9th Grade	6.0%

## AGE AND RACE DISTRIBUTION



## HOUSEHOLD INCOME

Average Household Income

**\$ 7 6 , 9 9 9**


Median Household Income

**\$ 6 1 , 1 2 8**


Per Capita Income

**\$ 2 6 , 1 3 1**

## OPPORTUNITY IN DESOTO

 **Clothing & Accessories Stores**  
Sales Leakage = \$129,500,280

 **Sporting Goods Stores**  
Sales Leakage = \$41,077,879

 **Food Service & Drinking Places**  
Sales Leakage = \$298,220,889

 Potential Retail Sales \$3,461,166,294

 Actual Sales \$622,203,720

 Sales Leakage \$2,838,812,574

\* 2017 Leakage Data

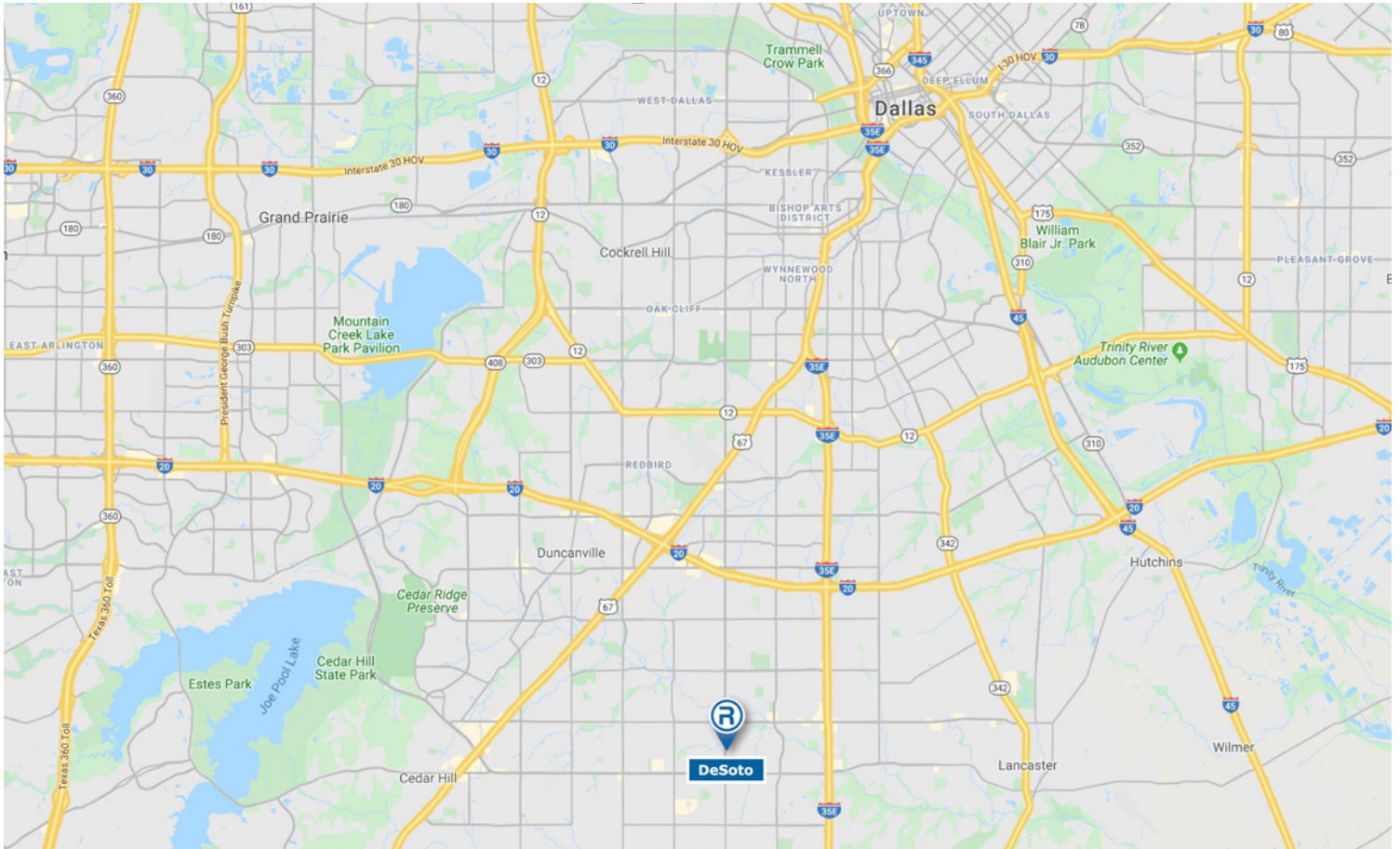
**Joe D. Newman**  
Chief Executive Officer

DeSoto Economic Development Corporation  
211 East Pleasant Run Road  
DeSoto, Texas 75115

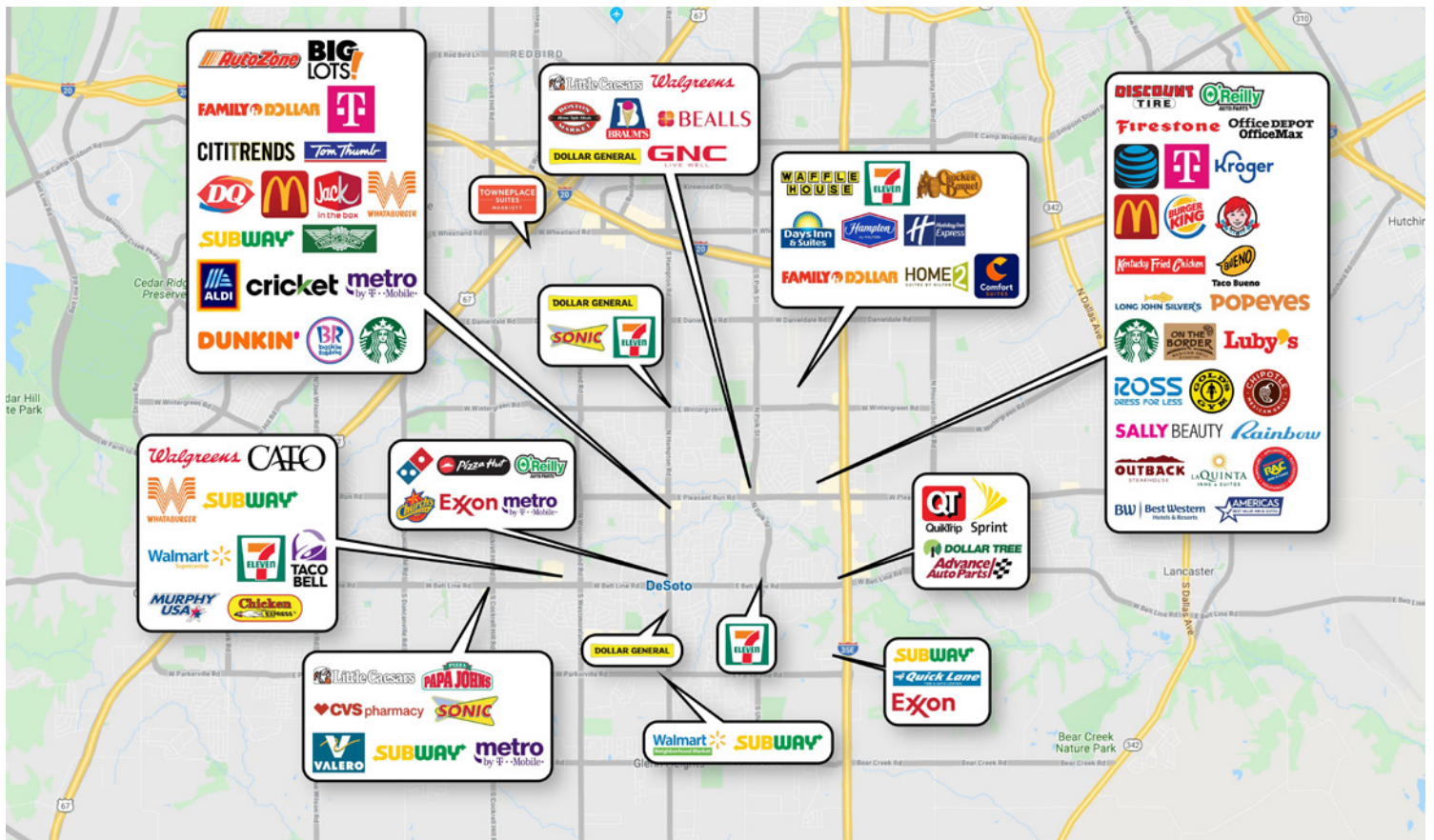
Phone 972.230.9611  
Cell 512.581.2332  
JNewman@DEDc.org  
www.DEDc.org



# LOCATION MAP



# EXISTING RETAIL



Information provided is for illustrative purposes only and is deemed to be correct as of publish date of this document. Data sources used may include: ESRI, AGS, Nielsen, RegisPro, SitesUSA, TxDOT and/or Microsoft Corporation.