

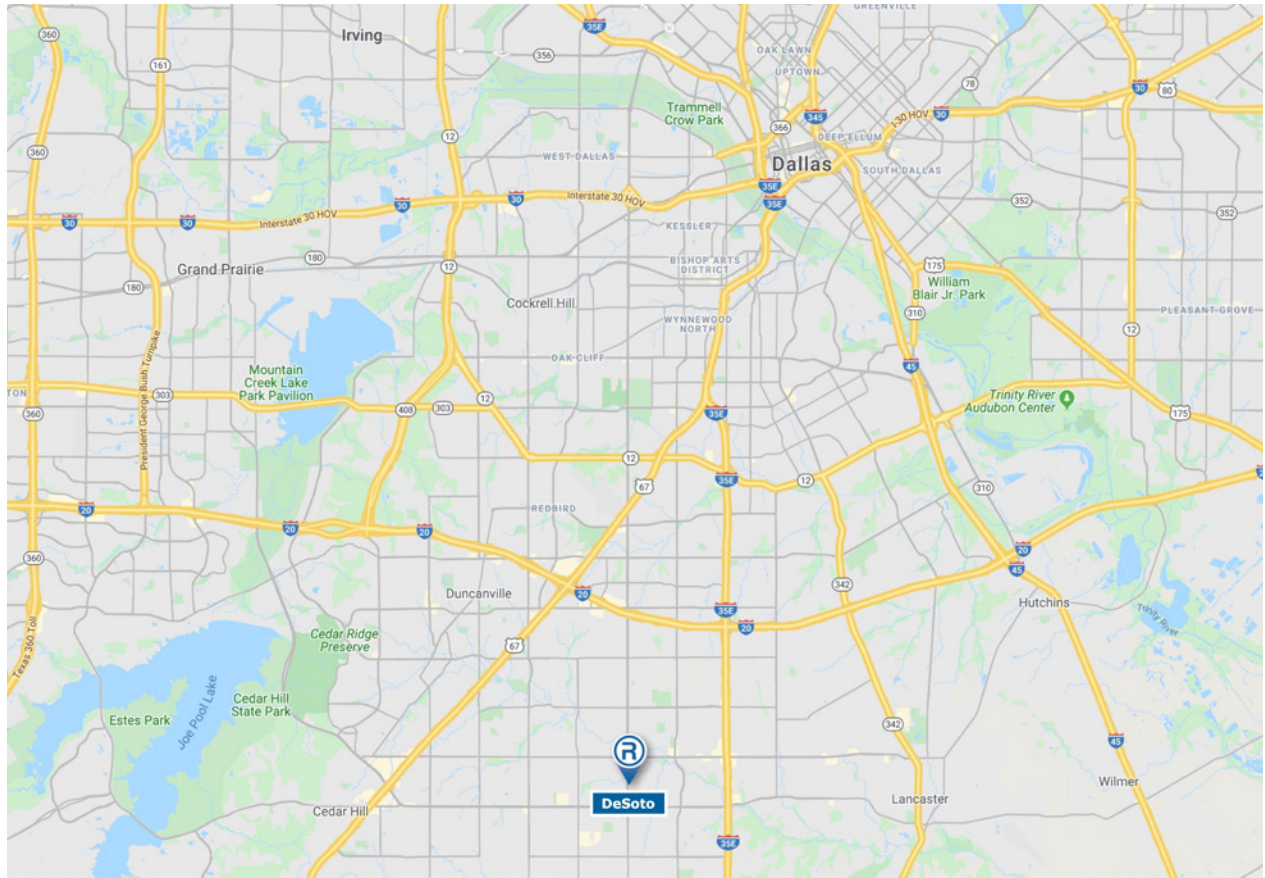


DESOTO, TEXAS

Community Demographic Profile



Contact Information



DeSoto Economic Development Corporation

Joe D. Newman
Chief Executive Officer

211 East Pleasant Run Road
DeSoto, Texas 75115

Office 972.230.9611
Cell 512.581.2332

JNewman@dedc.org
www.dedc.org



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.



Community • Demographic Profile

DeSoto, Texas

DESCRIPTION	DATA	%
Population		
2025 Projection	66,039	
2020 Estimate	60,955	
2010 Census	49,047	
2000 Census	37,518	
Growth 2020 - 2025		8.34%
Growth 2010 - 2020		24.28%
Growth 2000 - 2010		30.73%
2020 Est. Population by Single-Classification Race	60,955	
White Alone	10,738	17.62%
Black or African American Alone	43,790	71.84%
Amer. Indian and Alaska Native Alone	243	0.40%
Asian Alone	553	0.91%
Native Hawaiian and Other Pacific Island Alone	29	0.05%
Some Other Race Alone	4,090	6.71%
Two or More Races	1,512	2.48%
2020 Est. Population by Hispanic or Latino Origin	60,955	
Not Hispanic or Latino	52,134	85.53%
Hispanic or Latino	8,821	14.47%
Mexican	7,415	84.06%
Puerto Rican	223	2.53%
Cuban	59	0.67%
All Other Hispanic or Latino	1,124	12.74%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	8,821	
White Alone	3,727	42.25%
Black or African American Alone	440	4.99%
American Indian and Alaska Native Alone	129	1.46%
Asian Alone	14	0.16%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	4,019	45.56%
Two or More Races	492	5.58%
2020 Est. Pop by Race, Asian Alone, by Category	553	
Chinese, except Taiwanese	152	27.49%
Filipino	71	12.84%
Japanese	15	2.71%
Asian Indian	152	27.49%
Korean	21	3.80%
Vietnamese	79	14.29%
Cambodian	5	0.90%
Hmong	0	0.00%
Laotian	6	1.09%
Thai	2	0.36%
All Other Asian Races Including 2+ Category	50	9.04%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	60,955	
Arab	150	0.25%
Czech	110	0.18%
Danish	60	0.10%
Dutch	281	0.46%
English	1,897	3.11%
French (except Basque)	366	0.60%
French Canadian	48	0.08%
German	2,204	3.62%
Greek	12	0.02%
Hungarian	74	0.12%
Irish	1,474	2.42%
Italian	325	0.53%
Lithuanian	12	0.02%
United States or American	3,010	4.94%
Norwegian	197	0.32%
Polish	136	0.22%
Portuguese	6	0.01%
Russian	22	0.04%
Scottish	326	0.54%
Scotch-Irish	489	0.80%
Slovak	10	0.02%
Subsaharan African	4,363	7.16%
Swedish	82	0.14%
Swiss	16	0.03%
Ukrainian	21	0.03%
Welsh	100	0.16%
West Indian (except Hisp. groups)	657	1.08%
Other ancestries	35,277	57.87%
Ancestry Unclassified	9,230	15.14%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	46,499	81.41%
Speak Asian/Pacific Island Language at Home	959	1.68%
Speak IndoEuropean Language at Home	546	0.96%
Speak Spanish at Home	7,392	12.94%
Speak Other Language at Home	1,722	3.02%

Community • Demographic Profile

DeSoto, Texas

DESCRIPTION	DATA	%
2020 Est. Population by Age	60,955	
Age 0 - 4	3,837	6.30%
Age 5 - 9	3,988	6.54%
Age 10 - 14	4,195	6.88%
Age 15 - 17	2,750	4.51%
Age 18 - 20	2,528	4.15%
Age 21 - 24	3,513	5.76%
Age 25 - 34	8,143	13.36%
Age 35 - 44	7,158	11.74%
Age 45 - 54	8,104	13.30%
Age 55 - 64	8,094	13.28%
Age 65 - 74	5,672	9.31%
Age 75 - 84	2,253	3.70%
Age 85 and over	720	1.18%
Age 16 and over	48,039	78.81%
Age 18 and over	46,185	75.77%
Age 21 and over	43,657	71.62%
Age 65 and over	8,645	14.18%
2020 Est. Median Age		37.09
2020 Est. Average Age		38.10
2020 Est. Population by Sex	60,955	
Male	28,251	46.35%
Female	32,704	53.65%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	28,251	
Age 0 - 4	1,969	6.97%
Age 5 - 9	2,047	7.25%
Age 10 - 14	2,178	7.71%
Age 15 - 17	1,379	4.88%
Age 18 - 20	1,287	4.56%
Age 21 - 24	1,823	6.45%
Age 25 - 34	3,903	13.82%
Age 35 - 44	3,094	10.95%
Age 45 - 54	3,534	12.51%
Age 55 - 64	3,519	12.46%
Age 65 - 74	2,394	8.47%
Age 75 - 84	895	3.17%
Age 85 and over	229	0.81%
2020 Est. Median Age, Male		33.70
2020 Est. Average Age, Male		36.20
2020 Est. Female Population by Age	32,704	
Age 0 - 4	1,868	5.71%
Age 5 - 9	1,941	5.94%
Age 10 - 14	2,017	6.17%
Age 15 - 17	1,371	4.19%
Age 18 - 20	1,241	3.80%
Age 21 - 24	1,690	5.17%
Age 25 - 34	4,240	12.97%
Age 35 - 44	4,064	12.43%
Age 45 - 54	4,570	13.97%
Age 55 - 64	4,575	13.99%
Age 65 - 74	3,278	10.02%
Age 75 - 84	1,358	4.15%
Age 85 and over	491	1.50%
2020 Est. Median Age, Female		39.93
2020 Est. Average Age, Female		39.80

Community • Demographic Profile

DeSoto, Texas

DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	16,219	33.14%
Males, Never Married	8,110	16.57%
Females, Never Married	8,109	16.57%
Married, Spouse present	22,089	45.14%
Married, Spouse absent	2,737	5.59%
Widowed	2,376	4.86%
Males Widowed	504	1.03%
Females Widowed	1,872	3.83%
Divorced	5,514	11.27%
Males Divorced	1,733	3.54%
Females Divorced	3,781	7.73%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,473	3.7%
Some High School, no diploma	3,275	8.2%
High School Graduate (or GED)	8,958	22.3%
Some College, no degree	11,541	28.7%
Associate Degree	3,386	8.4%
Bachelor's Degree	7,367	18.4%
Master's Degree	3,339	8.3%
Professional School Degree	518	1.3%
Doctorate Degree	287	0.7%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,823	39.05%
High School Graduate	1,072	22.97%
Some College or Associate's Degree	1,150	24.64%
Bachelor's Degree or Higher	623	13.35%
Households		
2025 Projection	22,981	
2020 Estimate	21,374	
2010 Census	17,623	
2000 Census	13,366	
Growth 2020 - 2025		7.52%
Growth 2010 - 2020		21.29%
Growth 2000 - 2010		31.85%
2020 Est. Households by Household Type	21,374	
Family Households	15,749	73.68%
Nonfamily Households	5,625	26.32%
2020 Est. Group Quarters Population	370	
2020 Households by Ethnicity, Hispanic/Latino	2,153	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	21,374	
Income < \$15,000	1,627	7.61%
Income \$15,000 - \$24,999	1,507	7.05%
Income \$25,000 - \$34,999	1,734	8.11%
Income \$35,000 - \$49,999	2,457	11.50%
Income \$50,000 - \$74,999	3,883	18.17%
Income \$75,000 - \$99,999	3,451	16.15%
Income \$100,000 - \$124,999	2,500	11.70%
Income \$125,000 - \$149,999	1,536	7.19%
Income \$150,000 - \$199,999	1,553	7.27%
Income \$200,000 - \$249,999	640	2.99%
Income \$250,000 - \$499,999	406	1.90%
Income \$500,000+	80	0.37%
2020 Est. Average Household Income		\$85,916
2020 Est. Median Household Income		\$71,496
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$70,295
Black or African American Alone		\$70,147
American Indian and Alaska Native Alone		\$57,282
Asian Alone		\$107,579
Native Hawaiian and Other Pacific Islander Alone		\$61,225
Some Other Race Alone		\$101,213
Two or More Races		\$94,625
Hispanic or Latino		\$66,391
Not Hispanic or Latino		\$72,206
2020 Est. Family HH Type by Presence of Own Child.	15,749	
Married-Couple Family, own children	4,444	28.22%
Married-Couple Family, no own children	5,854	37.17%
Male Householder, own children	444	2.82%
Male Householder, no own children	460	2.92%
Female Householder, own children	2,532	16.08%
Female Householder, no own children	2,015	12.80%
2020 Est. Households by Household Size	21,374	
1-person	4,846	22.67%
2-person	6,216	29.08%
3-person	3,990	18.67%
4-person	3,141	14.70%
5-person	1,727	8.08%
6-person	785	3.67%
7-or-more-person	669	3.13%
2020 Est. Average Household Size		2.83

Community • Demographic Profile

DeSoto, Texas

DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	21,374	
Households with 1 or More People under Age 18:	8,843	41.37%
Married-Couple Family	5,081	57.46%
Other Family, Male Householder	558	6.31%
Other Family, Female Householder	3,128	35.37%
Nonfamily, Male Householder	42	0.48%
Nonfamily, Female Householder	34	0.39%
Households with No People under Age 18:	12,531	58.63%
Married-Couple Family	5,216	41.63%
Other Family, Male Householder	346	2.76%
Other Family, Female Householder	1,418	11.32%
Nonfamily, Male Householder	2,088	16.66%
Nonfamily, Female Householder	3,463	27.64%
2020 Est. Households by Number of Vehicles	21,374	
No Vehicles	1,013	4.74%
1 Vehicle	6,438	30.12%
2 Vehicles	7,949	37.19%
3 Vehicles	4,561	21.34%
4 Vehicles	887	4.15%
5 or more Vehicles	526	2.46%
2020 Est. Average Number of Vehicles		2
Family Households		
2025 Projection	16,950	
2020 Estimate	15,749	
2010 Census	13,068	
2000 Census	10,482	
Growth 2020 - 2025		7.63%
Growth 2010 - 2020		20.52%
Growth 2000 - 2010		24.67%

2020 Est. Families by Poverty Status	15,749	
2020 Families at or Above Poverty	14,382	91.32%
2020 Families at or Above Poverty with Children	6,807	43.22%
2020 Families Below Poverty	1,367	8.68%
2020 Families Below Poverty with Children	990	6.29%
2020 Est. Pop 16+ by Employment Status	48,039	
Civilian Labor Force, Employed	31,904	66.41%
Civilian Labor Force, Unemployed	2,151	4.48%
Armed Forces	19	0.04%
Not in Labor Force	13,965	29.07%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	31,422	
For-Profit Private Workers	21,532	68.53%
Non-Profit Private Workers	1,689	5.38%
Local Government Workers	1,449	4.61%
State Government Workers	1,510	4.81%
Federal Government Workers	2,412	7.68%
Self-Employed Workers	2,774	8.83%
Unpaid Family Workers	56	0.18%
2020 Est. Civ. Employed Pop 16+ by Occupation	31,422	
Architect/Engineer	265	0.84%
Arts/Entertainment/Sports	456	1.45%
Building Grounds Maintenance	727	2.31%
Business/Financial Operations	2,250	7.16%
Community/Social Services	798	2.54%
Computer/Mathematical	706	2.25%
Construction/Extraction	1,170	3.72%
Education/Training/Library	2,418	7.70%
Farming/Fishing/Forestry	61	0.19%
Food Prep/Serving	1,267	4.03%
Health Practitioner/Technician	1,602	5.10%
Healthcare Support	589	1.88%
Maintenance Repair	874	2.78%
Legal	271	0.86%
Life/Physical/Social Science	51	0.16%
Management	3,154	10.04%
Office/Admin. Support	5,767	18.35%
Production	1,293	4.12%
Protective Services	503	1.60%
Sales/Related	2,916	9.28%
Personal Care/Service	891	2.84%
Transportation/Moving	3,393	10.80%

2020 Est. Pop 16+ by Occupation Classification	31,422	
White Collar	20,654	65.73%
Blue Collar	6,730	21.42%
Service and Farm	4,038	12.85%
2020 Est. Workers Age 16+ by Transp. to Work	31,070	
Drove Alone	26,725	86.02%
Car Pooled	2,508	8.07%
Public Transportation	337	1.09%
Walked	233	0.75%
Bicycle	4	0.01%
Other Means	281	0.90%
Worked at Home	982	3.16%

Community • Demographic Profile

DeSoto, Texas

DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,066	
15 - 29 Minutes	9,258	
30 - 44 Minutes	9,006	
45 - 59 Minutes	4,261	
60 or more Minutes	3,599	
2020 Est. Avg Travel Time to Work in Minutes		35
2020 Est. Occupied Housing Units by Tenure	21,374	
Owner Occupied	14,542	68.04%
Renter Occupied	6,832	31.96%
2020 Owner Occ. HUs: Avg. Length of Residence		14.2
2020 Renter Occ. HUs: Avg. Length of Residence		5.7
2020 Est. Owner-Occupied Housing Units by Value	21,374	
Value Less than \$20,000	234	1.61%
Value \$20,000 - \$39,999	101	0.70%
Value \$40,000 - \$59,999	30	0.21%
Value \$60,000 - \$79,999	161	1.11%
Value \$80,000 - \$99,999	417	2.87%
Value \$100,000 - \$149,999	2,710	18.64%
Value \$150,000 - \$199,999	3,846	26.45%
Value \$200,000 - \$299,999	4,483	30.83%
Value \$300,000 - \$399,999	1,209	8.31%
Value \$400,000 - \$499,999	619	4.26%
Value \$500,000 - \$749,999	317	2.18%
Value \$750,000 - \$999,999	158	1.09%
Value \$1,000,000 or \$1,499,999	71	0.49%
Value \$1,500,000 or \$1,999,999	20	0.14%
Value \$2,000,000+	166	1.14%
2020 Est. Median All Owner-Occupied Housing Value		\$196,836

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	2,761	12.22%
Housing Units Built 2010 to 2014	834	3.69%
Housing Units Built 2000 to 2009	5,556	24.59%
Housing Units Built 1990 to 1999	3,764	16.66%
Housing Units Built 1980 to 1989	4,907	21.71%
Housing Units Built 1970 to 1979	2,921	12.93%
Housing Units Built 1960 to 1969	1,248	5.52%
Housing Units Built 1950 to 1959	487	2.16%
Housing Units Built 1940 to 1949	60	0.27%
Housing Unit Built 1939 or Earlier	61	0.27%
2020 Est. Median Year Structure Built		1994

DESCRIPTION	DATA	%
2020 Est. Housing Units by Units in Structure		
1 Unit Attached	16,912	74.84%
1 Unit Detached	642	2.84%
2 Units	129	0.57%
3 or 4 Units	667	2.95%
5 to 19 Units	2,857	12.64%
20 to 49 Units	372	1.65%
50 or More Units	619	2.74%
Mobile Home or Trailer	401	1.77%
Boat, RV, Van, etc.	0	0.00%



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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

