



Demographic and Income Profile

DeSoto city, TX (4820092)
 DESOTO Region
 Geography: Client Community

Prepared by Esri

Summary	Census 2010	Census 2020	2023	2028
Population	49,248	56,145	56,919	57,374
Households	18,288	20,512	20,622	20,891
Families	13,110	14,554	14,720	14,951
Average Household Size	2.68	2.72	2.74	2.73
Owner Occupied Housing Units	12,259	13,528	13,890	14,446
Renter Occupied Housing Units	6,029	6,984	6,732	6,445
Median Age	37.5	41.0	38.7	39.0

Trends: 2023-2028 Annual Rate	Area	State	National
Population	0.16%	0.97%	0.30%
Households	0.26%	1.15%	0.49%
Families	0.31%	1.16%	0.44%
Owner HHs	0.79%	1.38%	0.66%
Median Household Income	1.83%	2.56%	2.57%

Households by Income	2023		2028	
	Number	Percent	Number	Percent
<\$15,000	1,441	7.0%	1,296	6.2%
\$15,000 - \$24,999	1,188	5.8%	964	4.6%
\$25,000 - \$34,999	1,160	5.6%	979	4.7%
\$35,000 - \$49,999	2,015	9.8%	1,699	8.1%
\$50,000 - \$74,999	4,127	20.0%	3,982	19.1%
\$75,000 - \$99,999	3,168	15.4%	3,332	15.9%
\$100,000 - \$149,999	4,312	20.9%	4,635	22.2%
\$150,000 - \$199,999	2,021	9.8%	2,515	12.0%
\$200,000+	1,190	5.8%	1,489	7.1%

Median Household Income	\$77,255	\$84,581
Average Household Income	\$98,053	\$110,803
Per Capita Income	\$35,540	\$40,361

Population by Age	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,187	6.5%	2,912	5.2%	3,287	5.8%	3,307	5.8%
5 - 9	3,647	7.4%	3,373	6.0%	3,663	6.4%	3,512	6.1%
10 - 14	4,025	8.2%	3,990	7.1%	3,836	6.7%	3,875	6.8%
15 - 19	3,759	7.6%	4,131	7.4%	3,741	6.6%	3,496	6.1%
20 - 24	2,611	5.3%	3,354	6.0%	3,398	6.0%	3,016	5.3%
25 - 34	5,534	11.2%	6,191	11.0%	7,924	13.9%	8,065	14.1%
35 - 44	7,315	14.9%	6,946	12.4%	7,088	12.5%	7,819	13.6%
45 - 54	7,576	15.4%	7,940	14.1%	7,309	12.8%	6,986	12.2%
55 - 64	6,372	12.9%	8,006	14.3%	7,315	12.9%	6,763	11.8%
65 - 74	3,081	6.3%	6,190	11.0%	6,117	10.7%	6,142	10.7%
75 - 84	1,556	3.2%	2,370	4.2%	2,512	4.4%	3,509	6.1%
85+	585	1.2%	742	1.3%	729	1.3%	884	1.5%

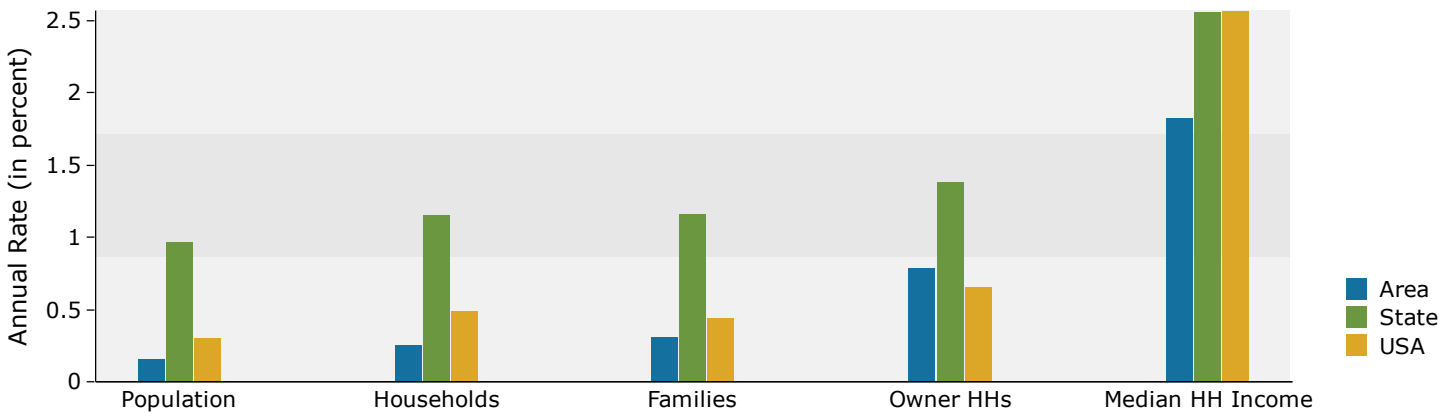
Race and Ethnicity	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	11,346	23.0%	7,125	12.7%	6,604	11.6%	5,889	10.3%
Black Alone	33,879	68.8%	39,335	70.1%	40,676	71.5%	41,580	72.5%
American Indian Alone	194	0.4%	342	0.6%	349	0.6%	353	0.6%
Asian Alone	452	0.9%	504	0.9%	509	0.9%	573	1.0%
Pacific Islander Alone	22	0.0%	18	0.0%	20	0.0%	20	0.0%
Some Other Race Alone	2,419	4.9%	4,145	7.4%	4,134	7.3%	4,257	7.4%
Two or More Races	936	1.9%	4,676	8.3%	4,627	8.1%	4,702	8.2%

Hispanic Origin (Any Race)	5,863	11.9%	9,317	16.6%	9,345	16.4%	9,504	16.6%
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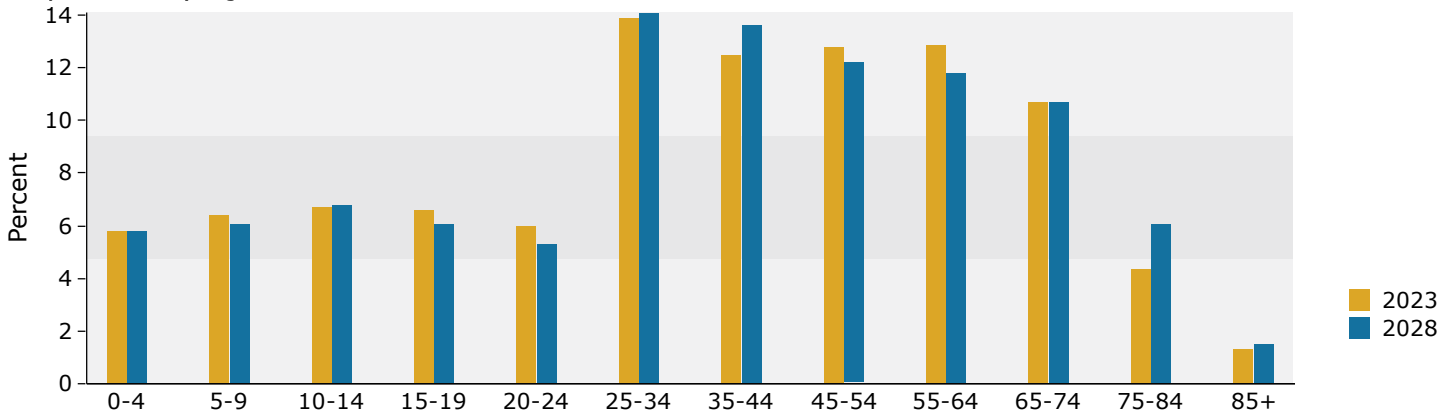
Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

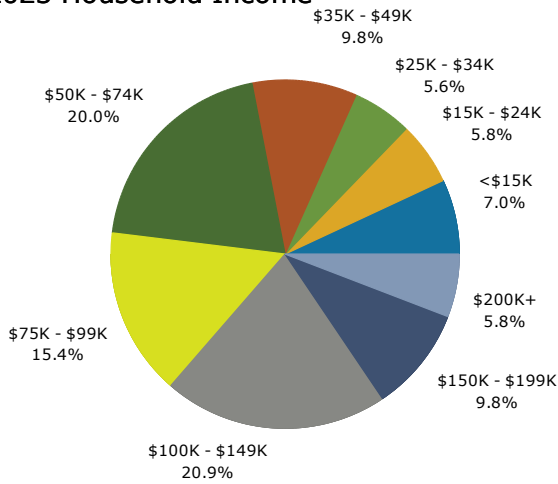
Trends 2023-2028



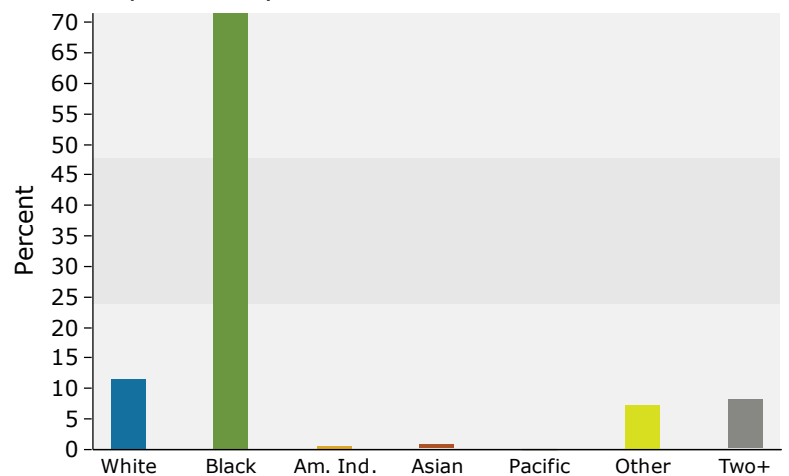
Population by Age



2023 Household Income



2023 Population by Race



2023 Percent Hispanic Origin: 16.4%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census in 2020 geographies.