

	DeSoto city, ...
Population Summary	
2010 Total Population	49,040
2020 Total Population	56,145
2020 Group Quarters	374
2024 Total Population	57,102
2024 Group Quarters	362
2029 Total Population	56,849
2024-2029 Annual Rate	-0.09%
2024 Total Daytime Population	44,965
Workers	19,055
Residents	25,910
Household Summary	
2010 Households	18,204
2010 Average Household Size	2.68
2020 Total Households	20,512
2020 Average Household Size	2.72
2024 Households	20,738
2024 Average Household Size	2.74
2029 Households	20,819
2029 Average Household Size	2.71
2024-2029 Annual Rate	0.08%
2010 Families	12,979
2010 Average Family Size	3.22
2024 Families	14,500
2024 Average Family Size	3.37
2029 Families	14,578
2029 Average Family Size	3.34
2024-2029 Annual Rate	0.11%
Housing Unit Summary	
2000 Housing Units	14,105
Owner Occupied Housing Units	70.5%
Renter Occupied Housing Units	27.0%
Vacant Housing Units	2.6%
2010 Housing Units	19,482
Owner Occupied Housing Units	62.4%
Renter Occupied Housing Units	31.0%
Vacant Housing Units	6.6%
2020 Housing Units	21,238
Owner Occupied Housing Units	63.7%
Renter Occupied Housing Units	32.9%
Vacant Housing Units	3.4%
2024 Housing Units	21,482
Owner Occupied Housing Units	65.0%
Renter Occupied Housing Units	31.6%
Vacant Housing Units	3.5%
2029 Housing Units	21,768
Owner Occupied Housing Units	66.5%
Renter Occupied Housing Units	29.2%
Vacant Housing Units	4.4%

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

DeSoto city, ...

2024 Households by Income

Household Income Base	20,738
<\$15,000	6.4%
\$15,000 - \$24,999	4.8%
\$25,000 - \$34,999	5.9%
\$35,000 - \$49,999	9.4%
\$50,000 - \$74,999	17.0%
\$75,000 - \$99,999	14.1%
\$100,000 - \$149,999	20.8%
\$150,000 - \$199,999	12.6%
\$200,000+	8.8%
Average Household Income	\$107,202

2029 Households by Income

Household Income Base	20,819
<\$15,000	5.6%
\$15,000 - \$24,999	3.7%
\$25,000 - \$34,999	5.0%
\$35,000 - \$49,999	7.9%
\$50,000 - \$74,999	15.4%
\$75,000 - \$99,999	13.5%
\$100,000 - \$149,999	20.8%
\$150,000 - \$199,999	16.1%
\$200,000+	12.1%
Average Household Income	\$126,452

2024 Owner Occupied Housing Units by Value

Total	13,953
<\$50,000	2.2%
\$50,000 - \$99,999	0.6%
\$100,000 - \$149,999	2.4%
\$150,000 - \$199,999	6.8%
\$200,000 - \$249,999	13.0%
\$250,000 - \$299,999	25.0%
\$300,000 - \$399,999	29.0%
\$400,000 - \$499,999	12.1%
\$500,000 - \$749,999	6.2%
\$750,000 - \$999,999	1.4%
\$1,000,000 - \$1,499,999	0.1%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	1.1%
Average Home Value	\$349,744

2029 Owner Occupied Housing Units by Value

Total	14,468
<\$50,000	0.2%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.3%
\$150,000 - \$199,999	1.3%
\$200,000 - \$249,999	5.8%
\$250,000 - \$299,999	18.4%
\$300,000 - \$399,999	33.4%
\$400,000 - \$499,999	18.7%
\$500,000 - \$749,999	13.6%
\$750,000 - \$999,999	4.2%
\$1,000,000 - \$1,499,999	0.4%
\$1,500,000 - \$1,999,999	0.4%
\$2,000,000 +	3.4%
Average Home Value	\$475,980

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	DeSoto city, ...
Median Household Income	
2024	\$84,562
2029	\$97,743
Median Home Value	
2024	\$300,260
2029	\$371,867
Per Capita Income	
2024	\$38,946
2029	\$46,321
Median Age	
2010	37.7
2020	41.0
2024	41.2
2029	41.6
2020 Population by Age	
Total	56,145
0 - 4	5.2%
5 - 9	6.0%
10 - 14	7.1%
15 - 24	13.3%
25 - 34	11.0%
35 - 44	12.4%
45 - 54	14.1%
55 - 64	14.3%
65 - 74	11.0%
75 - 84	4.2%
85 +	1.3%
18 +	77.1%
2024 Population by Age	
Total	57,102
0 - 4	5.1%
5 - 9	5.6%
10 - 14	6.3%
15 - 24	13.4%
25 - 34	12.3%
35 - 44	12.1%
45 - 54	13.3%
55 - 64	13.5%
65 - 74	11.3%
75 - 84	5.6%
85 +	1.5%
18 +	78.9%
2029 Population by Age	
Total	56,849
0 - 4	5.1%
5 - 9	5.1%
10 - 14	5.6%
15 - 24	11.9%
25 - 34	14.1%
35 - 44	12.2%
45 - 54	12.1%
55 - 64	12.8%
65 - 74	12.0%
75 - 84	7.2%
85 +	1.8%
18 +	80.8%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	DeSoto city, ...
2020 Population by Sex	
Males	25,795
Females	30,350
2024 Population by Sex	
Males	26,812
Females	30,290
2029 Population by Sex	
Males	26,605
Females	30,244
2010 Population by Race/Ethnicity	
Total	49,040
White Alone	23.2%
Black Alone	68.6%
American Indian Alone	0.4%
Asian Alone	0.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	5.0%
Two or More Races	1.9%
Hispanic Origin	12.1%
Diversity Index	58.5
2020 Population by Race/Ethnicity	
Total	56,145
White Alone	12.7%
Black Alone	70.1%
American Indian Alone	0.6%
Asian Alone	0.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	7.4%
Two or More Races	8.3%
Hispanic Origin	16.6%
Diversity Index	62.4
2024 Population by Race/Ethnicity	
Total	57,102
White Alone	11.9%
Black Alone	70.2%
American Indian Alone	0.6%
Asian Alone	0.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	7.7%
Two or More Races	8.7%
Hispanic Origin	17.6%
Diversity Index	63.1
2029 Population by Race/Ethnicity	
Total	56,849
White Alone	11.3%
Black Alone	69.4%
American Indian Alone	0.6%
Asian Alone	0.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	8.6%
Two or More Races	9.2%
Hispanic Origin	19.3%
Diversity Index	64.9

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

DeSoto city, ...

2020 Population by Relationship and Household Type

Total	56,145
In Households	99.3%
Householder	36.6%
Opposite-Sex Spouse	15.8%
Same-Sex Spouse	0.1%
Opposite-Sex Unmarried Partner	1.6%
Same-Sex Unmarried Partner	0.1%
Biological Child	28.9%
Adopted Child	0.8%
Stepchild	1.7%
Grandchild	4.8%
Brother or Sister	1.7%
Parent	1.7%
Parent-in-law	0.3%
Son-in-law or Daughter-in-law	0.6%
Other Relatives	2.3%
Foster Child	0.2%
Other Nonrelatives	2.2%
In Group Quarters	0.7%
Institutionalized	0.6%
Noninstitutionalized	0.1%

2024 Population 25+ by Educational Attainment

Total	39,779
Less than 9th Grade	2.3%
9th - 12th Grade, No Diploma	3.9%
High School Graduate	21.4%
GED/Alternative Credential	3.0%
Some College, No Degree	26.6%
Associate Degree	9.2%
Bachelor's Degree	19.1%
Graduate/Professional Degree	14.5%

2024 Population 15+ by Marital Status

Total	47,413
Never Married	38.1%
Married	43.9%
Widowed	6.6%
Divorced	11.4%

2024 Civilian Population 16+ in Labor Force

Civilian Population 16+	33,453
Population 16+ Employed	94.6%
Population 16+ Unemployment rate	5.4%
Population 16-24 Employed	12.6%
Population 16-24 Unemployment rate	15.3%
Population 25-54 Employed	59.3%
Population 25-54 Unemployment rate	3.4%
Population 55-64 Employed	19.0%
Population 55-64 Unemployment rate	3.0%
Population 65+ Employed	9.1%
Population 65+ Unemployment rate	7.0%

DeSoto city, ...

2024 Employed Population 16+ by Industry

Total	31,662
Agriculture/Mining	0.4%
Construction	3.7%
Manufacturing	6.8%
Wholesale Trade	1.4%
Retail Trade	12.4%
Transportation/Utilities	12.6%
Information	1.9%
Finance/Insurance/Real Estate	9.3%
Services	43.3%
Public Administration	8.2%

2024 Employed Population 16+ by Occupation

Total	31,662
White Collar	68.6%
Management/Business/Financial	19.7%
Professional	24.0%
Sales	8.5%
Administrative Support	16.4%
Services	11.0%
Blue Collar	20.4%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.7%
Installation/Maintenance/Repair	2.0%
Production	4.1%
Transportation/Material Moving	11.6%

2020 Households by Type

Total	20,512
Married Couple Households	43.6%
With Own Children <18	14.8%
Without Own Children <18	28.8%
Cohabiting Couple Households	4.5%
With Own Children <18	2.0%
Without Own Children <18	2.5%
Male Householder, No Spouse/Partner	14.7%
Living Alone	9.4%
65 Years and over	2.9%
With Own Children <18	1.6%
Without Own Children <18, With Relatives	3.0%
No Relatives Present	0.7%
Female Householder, No Spouse/Partner	37.2%
Living Alone	16.5%
65 Years and over	8.1%
With Own Children <18	8.2%
Without Own Children <18, With Relatives	11.8%
No Relatives Present	0.7%

2020 Households by Size

Total	20,512
1 Person Household	25.9%
2 Person Household	28.8%
3 Person Household	17.7%
4 Person Household	13.7%
5 Person Household	8.0%
6 Person Household	3.6%
7 + Person Household	2.3%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

November 05, 2024

	DeSoto city, ...
2020 Households by Tenure and Mortgage Status	
Total	20,512
Owner Occupied	66.0%
Owned with a Mortgage/Loan	52.9%
Owned Free and Clear	13.0%
Renter Occupied	34.0%
2024 Affordability, Mortgage and Wealth	
Housing Affordability Index	101
Percent of Income for Mortgage	22.2%
Wealth Index	93
2020 Housing Units By Urban/ Rural Status	
Total	21,238
Urban Housing Units	99.9%
Rural Housing Units	0.1%
2020 Population By Urban/ Rural Status	
Total	56,145
Urban Population	99.9%
Rural Population	0.1%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

DeSoto city, ...

Top 3 Tapestry Segments

1.	Home Improvement (4B)
2.	Family Foundations (12A)
3.	Workday Drive (4A)

2024 Consumer Spending

Apparel & Services: Total \$	\$48,040,131
Average Spent	\$2,316.53
Spending Potential Index	97
Education: Total \$	\$32,460,474
Average Spent	\$1,565.27
Spending Potential Index	91
Entertainment/Recreation: Total \$	\$80,284,592
Average Spent	\$3,871.38
Spending Potential Index	95
Food at Home: Total \$	\$142,895,775
Average Spent	\$6,890.53
Spending Potential Index	94
Food Away from Home: Total \$	\$78,932,378
Average Spent	\$3,806.17
Spending Potential Index	98
Health Care: Total \$	\$154,454,126
Average Spent	\$7,447.88
Spending Potential Index	97
HH Furnishings & Equipment: Total \$	\$63,412,360
Average Spent	\$3,057.79
Spending Potential Index	97
Personal Care Products & Services: Total \$	\$19,406,390
Average Spent	\$935.79
Spending Potential Index	94
Shelter: Total \$	\$516,924,472
Average Spent	\$24,926.44
Spending Potential Index	93
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$71,132,215
Average Spent	\$3,430.04
Spending Potential Index	98
Travel: Total \$	\$58,667,597
Average Spent	\$2,828.99
Spending Potential Index	93
Vehicle Maintenance & Repairs: Total \$	\$29,756,302
Average Spent	\$1,434.87
Spending Potential Index	97

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.