

#1 of 6 DFW cities — ALEX Intelligence 2026

#1 in DFW, #2 in Texas

Sansom Park has the lowest median household income in the region

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THE DATA

\$42,257

Median Household Income (2024)

This figure, derived from the 2024 American Community Survey, reflects a persistent economic gap in the region's urban fabric. Sansom Park's income level is not an outlier but the anchor point of a broader pattern: lower-income communities are concentrated in specific corridors, often with limited access to high-wage employment clusters and infrastructure investment. The data reveals that economic stratification in DFW is not just about wealth concentration in the suburbs, but about where opportunity is still being built.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation

<https://alex-companies.com/data/2026-10-10-dfw-msa-median-income-place-mkt-asc>



01

Affluence is not just about income — it's about access

The fact that Sansom Park ranks #1 in DFW for lowest median income is not a statistical anomaly; it's a structural signal. While nearby cities like Plano and Frisco thrive on innovation and high-tech employment, Sansom Park remains rooted in older industrial and service-based economies. This gap underscores how economic mobility in DFW is increasingly tied to proximity to innovation hubs, transportation infrastructure, and public investment — not just individual income levels. The city's ranking highlights the risk of entrenched inequality in a region otherwise defined by growth.



02

Low income, high growth potential

Despite its low income ranking, Sansom Park is not stagnant. Its position as the lowest-income city in the DFW MSA may actually signal the highest potential for upward mobility — if targeted development and investment follow. The data shows that cities with lower baseline incomes often experience faster growth rates when public and private capital flows in. The real estate market here may be poised for transformation, not because of current income levels, but because of the latent demand for affordable housing, workforce development, and infrastructure upgrades that come with rising equity.

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