

## Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 30.3925/-95.4878

Willis Pad						
Willis, TX 77318	3 mi radius		5 mi radius		7 mi radius	
Population						
Estimated Population (2023)	20,486		63,780		113,868	
Projected Population (2028)	23,645		74,270		133,926	
Census Population (2020)	18,984		58,324		103,970	
Census Population (2010)	14,420		44,067		81,735	
Projected Annual Growth (2023-2028)	3,159	3.1%	10,490	3.3%	20,058	3.5%
Historical Annual Growth (2020-2023)	1,502	-	5,456	3.1%	9,898	3.2%
Historical Annual Growth (2010-2020)	4,564	3.2%	14,257	3.2%	22,235	2.7%
Estimated Population Density (2023)	725	psm	812	psm	740	psm
Trade Area Size	28.3	sq mi	78.5	sq mi	153.9	sq mi
Households						
Estimated Households (2023)	7,278		23,391		41,492	
Projected Households (2028)	8,531		27,776		49,842	
Census Households (2020)	6,654		21,070		37,351	
Census Households (2010)	5,167		15,855		28,985	
Projected Annual Growth (2023-2028)	1,252	3.4%	4,385	3.7%	8,350	4.0%
Historical Annual Change (2010-2023)	2,112	3.1%	7,536	3.7%	12,507	3.3%
Average Household Income						
Estimated Average Household Income (2023)	\$101,390		\$100,993		\$102,227	
Projected Average Household Income (2028)	\$88,919		\$87,115		\$86,913	
Census Average Household Income (2010)	\$58,459		\$64,981		\$64,770	
Census Average Household Income (2000)	\$50,122		\$54,563		\$53,440	
Projected Annual Change (2023-2028)	-\$12,471	-2.5%	-\$13,879	-2.7%	-\$15,313	-3.0%
Historical Annual Change (2000-2023)	\$51,268	4.4%	\$46,430	3.7%	\$48,787	4.0%
Median Household Income						
Estimated Median Household Income (2023)	\$74,369		\$73,899		\$75,456	
Projected Median Household Income (2028)	\$68,646		\$69,806		\$70,600	
Census Median Household Income (2010)	\$48,885		\$52,877		\$52,408	
Census Median Household Income (2000)	\$42,314		\$43,837		\$42,297	
Projected Annual Change (2023-2028)	-\$5,723	-1.5%	-\$4,093	-1.1%	-\$4,855	-1.3%
Historical Annual Change (2000-2023)	\$32,055	3.3%	\$30,062	3.0%	\$33,159	3.4%
Per Capita Income						
Estimated Per Capita Income (2023)	\$36,096		\$37,646		\$37,606	
Projected Per Capita Income (2028)	\$32,144		\$33,101		\$32,648	
Census Per Capita Income (2010)	\$20,947		\$23,381		\$22,973	
Census Per Capita Income (2000)	\$18,781		\$20,435		\$19,286	
Projected Annual Change (2023-2028)	-\$3,952	-2.2%	-\$4,544	-2.4%	-\$4,958	-2.6%
Historical Annual Change (2000-2023)	\$17,315	4.0%	\$17,210	3.7%	\$18,320	4.1%
Estimated Average Household Net Worth (2023)	\$539,934		\$516,192		\$513,320	

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Willis Pad							
Willis, TX 77318		3 mi radius		5 mi radius		7 mi radius	
Race and Ethnicity							
Total Population (2023)	20,486		63,780		113,868		
White (2023)	13,713	66.9%	41,515	65.1%	71,263	62.6%	
Black or African American (2023)	2,030	9.9%	7,892	12.4%	13,457	11.8%	
American Indian or Alaska Native (2023)	143	0.7%	484	0.8%	1,075	0.9%	
Asian (2023)	330	1.6%	1,220	1.9%	1,910	1.7%	
Hawaiian or Pacific Islander (2023)	21	0.1%	70	0.1%	100	-	
Other Race (2023)	1,921	9.4%	5,818	9.1%	13,401	11.8%	
Two or More Races (2023)	2,329	11.4%	6,782	10.6%	12,663	11.1%	
Population < 18 (2023)	5,389	26.3%	14,965	23.5%	27,237	23.9%	
White Not Hispanic	2,610	48.4%	7,102	47.5%	11,927	43.8%	
Black or African American	642	11.9%	1,679	11.2%	2,924	10.7%	
Asian	79	1.5%	251	1.7%	376	1.4%	
Other Race Not Hispanic	160	3.0%	462	3.1%	799	2.9%	
Hispanic	1,897	35.2%	5,471	36.6%	11,210	41.2%	
Not Hispanic or Latino Population (2023)	15,076	73.6%	47,365	74.3%	80,277	70.5%	
Not Hispanic White	12,383	82.1%	37,408	79.0%	63,318	78.9%	
Not Hispanic Black or African American	1,986	13.2%	7,566	16.0%	12,972	16.2%	
Not Hispanic American Indian or Alaska Native	24	0.2%	88	0.2%	168	0.2%	
Not Hispanic Asian	311	2.1%	1,175	2.5%	1,842	2.3%	
Not Hispanic Hawaiian or Pacific Islander	9	-	34	-	50	-	
Not Hispanic Other Race	27	0.2%	67	0.1%	158	0.2%	
Not Hispanic Two or More Races	336	2.2%	1,028	2.2%	1,768	2.2%	
Hispanic or Latino Population (2023)	5,410	26.4%	16,415	25.7%	33,591	29.5%	
Hispanic White	1,330	24.6%	4,107	25.0%	7,945	23.7%	
Hispanic Black or African American	44	0.8%	325	2.0%	484	1.4%	
Hispanic American Indian or Alaska Native	119	2.2%	396	2.4%	907	2.7%	
Hispanic Asian	19	0.3%	45	0.3%	68	0.2%	
Hispanic Hawaiian or Pacific Islander	12	0.2%	35	0.2%	50	0.1%	
Hispanic Other Race	1,893	35.0%	5,751	35.0%	13,242	39.4%	
Hispanic Two or More Races	1,993	36.8%	5,755	35.1%	10,895	32.4%	
Not Hispanic or Latino Population (2020)	13,701	72.2%	41,796	71.7%	70,546	67.9%	
Hispanic or Latino Population (2020)	5,283	27.8%	16,527	28.3%	33,425	32.1%	
Not Hispanic or Latino Population (2010)	10,592	73.5%	32,433	73.6%	56,454	69.1%	
Hispanic or Latino Population (2010)	3,828	26.5%	11,634	26.4%	25,281	30.9%	
Not Hispanic or Latino Population (2028)	17,295	73.1%	54,945	74.0%	94,359	70.5%	
Hispanic or Latino Population (2028)	6,350	26.9%	19,325	26.0%	39,568	29.5%	
Projected Annual Growth (2023-2028)	940	3.5%	2,910	3.5%	5,976	3.6%	
Historical Annual Growth (2010-2020)	1,455	3.8%	4,894	4.2%	8,144	3.2%	

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Willis Pad		3 mi radius		5 mi radius		7 mi radius	
Willis, TX 77318							
Total Age Distribution (2023)							
Total Population	20,486		63,780		113,868		
Age Under 5 Years	1,354	6.6%	3,965	6.2%	7,216	6.3%	
Age 5 to 9 Years	1,465	7.1%	4,120	6.5%	7,411	6.5%	
Age 10 to 14 Years	1,578	7.7%	4,197	6.6%	7,666	6.7%	
Age 15 to 19 Years	1,494	7.3%	4,187	6.6%	7,734	6.8%	
Age 20 to 24 Years	1,254	6.1%	4,799	7.5%	8,373	7.4%	
Age 25 to 29 Years	1,233	6.0%	4,847	7.6%	8,278	7.3%	
Age 30 to 34 Years	1,314	6.4%	4,555	7.1%	7,689	6.8%	
Age 35 to 39 Years	1,224	6.0%	4,143	6.5%	7,275	6.4%	
Age 40 to 44 Years	1,180	5.8%	3,797	6.0%	6,778	6.0%	
Age 45 to 49 Years	1,170	5.7%	3,670	5.8%	6,664	5.9%	
Age 50 to 54 Years	1,167	5.7%	3,647	5.7%	6,825	6.0%	
Age 55 to 59 Years	1,214	5.9%	3,690	5.8%	6,781	6.0%	
Age 60 to 64 Years	1,280	6.2%	3,711	5.8%	6,693	5.9%	
Age 65 to 69 Years	1,020	5.0%	3,240	5.1%	5,913	5.2%	
Age 70 to 74 Years	1,085	5.3%	3,038	4.8%	5,461	4.8%	
Age 75 to 79 Years	735	3.6%	2,031	3.2%	3,521	3.1%	
Age 80 to 84 Years	454	2.2%	1,242	1.9%	2,112	1.9%	
Age 85 Years or Over	266	1.3%	902	1.4%	1,480	1.3%	
Median Age	37.8		36.9		36.8		
Age 19 Years or Less	5,890	28.8%	16,470	25.8%	30,026	26.4%	
Age 20 to 64 Years	11,036	53.9%	36,858	57.8%	65,356	57.4%	
Age 65 Years or Over	3,560	17.4%	10,452	16.4%	18,486	16.2%	
Female Age Distribution (2023)							
Female Population	10,562	51.6%	31,532	49.4%	56,806	49.9%	
Age Under 5 Years	644	6.1%	1,903	6.0%	3,526	6.2%	
Age 5 to 9 Years	744	7.0%	2,050	6.5%	3,682	6.5%	
Age 10 to 14 Years	783	7.4%	2,043	6.5%	3,765	6.6%	
Age 15 to 19 Years	699	6.6%	2,007	6.4%	3,757	6.6%	
Age 20 to 24 Years	621	5.9%	2,310	7.3%	4,114	7.2%	
Age 25 to 29 Years	646	6.1%	2,210	7.0%	3,922	6.9%	
Age 30 to 34 Years	695	6.6%	2,162	6.9%	3,702	6.5%	
Age 35 to 39 Years	630	6.0%	1,862	5.9%	3,382	6.0%	
Age 40 to 44 Years	586	5.6%	1,816	5.8%	3,260	5.7%	
Age 45 to 49 Years	608	5.8%	1,760	5.6%	3,214	5.7%	
Age 50 to 54 Years	618	5.9%	1,866	5.9%	3,480	6.1%	
Age 55 to 59 Years	661	6.3%	1,903	6.0%	3,486	6.1%	
Age 60 to 64 Years	670	6.3%	1,909	6.1%	3,439	6.1%	
Age 65 to 69 Years	565	5.3%	1,756	5.6%	3,149	5.5%	
Age 70 to 74 Years	599	5.7%	1,714	5.4%	2,968	5.2%	
Age 75 to 79 Years	413	3.9%	1,077	3.4%	1,912	3.4%	
Age 80 to 84 Years	241	2.3%	661	2.1%	1,143	2.0%	
Age 85 Years or Over	139	1.3%	524	1.7%	905	1.6%	
Female Median Age	38.8		38.2		37.8		
Age 19 Years or Less	2,870	27.2%	8,002	25.4%	14,730	25.9%	
Age 20 to 64 Years	5,734	54.3%	17,798	56.4%	31,999	56.3%	
Age 65 Years or Over	1,958	18.5%	5,732	18.2%	10,077	17.7%	

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Willis, TX 77318							
Male Age Distribution (2023)							
Male Population	9,924	48.4%	32,248	50.6%	57,062	50.1%	
Age Under 5 Years	710	7.2%	2,063	6.4%	3,689	6.5%	
Age 5 to 9 Years	721	7.3%	2,070	6.4%	3,729	6.5%	
Age 10 to 14 Years	795	8.0%	2,155	6.7%	3,901	6.8%	
Age 15 to 19 Years	796	8.0%	2,180	6.8%	3,977	7.0%	
Age 20 to 24 Years	633	6.4%	2,489	7.7%	4,259	7.5%	
Age 25 to 29 Years	588	5.9%	2,636	8.2%	4,355	7.6%	
Age 30 to 34 Years	619	6.2%	2,393	7.4%	3,987	7.0%	
Age 35 to 39 Years	594	6.0%	2,280	7.1%	3,893	6.8%	
Age 40 to 44 Years	593	6.0%	1,981	6.1%	3,518	6.2%	
Age 45 to 49 Years	562	5.7%	1,910	5.9%	3,449	6.0%	
Age 50 to 54 Years	549	5.5%	1,781	5.5%	3,345	5.9%	
Age 55 to 59 Years	553	5.6%	1,787	5.5%	3,295	5.8%	
Age 60 to 64 Years	610	6.1%	1,802	5.6%	3,254	5.7%	
Age 65 to 69 Years	455	4.6%	1,485	4.6%	2,764	4.8%	
Age 70 to 74 Years	486	4.9%	1,324	4.1%	2,493	4.4%	
Age 75 to 79 Years	322	3.2%	954	3.0%	1,609	2.8%	
Age 80 to 84 Years	213	2.1%	581	1.8%	969	1.7%	
Age 85 Years or Over	127	1.3%	377	1.2%	575	1.0%	
Male Median Age	36.6		35.7		36.0		
Age 19 Years or Less	3,021	30.4%	8,468	26.3%	15,296	26.8%	
Age 20 to 64 Years	5,301	53.4%	19,060	59.1%	33,357	58.5%	
Age 65 Years or Over	1,602	16.1%	4,720	14.6%	8,409	14.7%	
Males per 100 Females (2023)							
Overall Comparison	94		102		100		
Age Under 5 Years	110	52.4%	108	52.0%	105	51.1%	
Age 5 to 9 Years	97	49.2%	101	50.3%	101	50.3%	
Age 10 to 14 Years	102	50.4%	105	51.3%	104	50.9%	
Age 15 to 19 Years	114	53.2%	109	52.1%	106	51.4%	
Age 20 to 24 Years	102	50.5%	108	51.9%	104	50.9%	
Age 25 to 29 Years	91	47.6%	119	54.4%	111	52.6%	
Age 30 to 34 Years	89	47.1%	111	52.5%	108	51.9%	
Age 35 to 39 Years	94	48.5%	122	55.0%	115	53.5%	
Age 40 to 44 Years	101	50.3%	109	52.2%	108	51.9%	
Age 45 to 49 Years	92	48.0%	109	52.1%	107	51.8%	
Age 50 to 54 Years	89	47.0%	95	48.8%	96	49.0%	
Age 55 to 59 Years	84	45.5%	94	48.4%	95	48.6%	
Age 60 to 64 Years	91	47.7%	94	48.6%	95	48.6%	
Age 65 to 69 Years	81	44.6%	85	45.8%	88	46.7%	
Age 70 to 74 Years	81	44.8%	77	43.6%	84	45.6%	
Age 75 to 79 Years	78	43.8%	89	47.0%	84	45.7%	
Age 80 to 84 Years	88	46.9%	88	46.8%	85	45.9%	
Age 85 Years or Over	91	47.6%	72	41.9%	63	38.8%	
Age 19 Years or Less	105	51.3%	106	51.4%	104	50.9%	
Age 20 to 39 Years	94	48.4%	115	53.4%	109	52.2%	
Age 40 to 64 Years	91	47.7%	100	50.0%	100	50.0%	
Age 65 Years or Over	82	45.0%	82	45.2%	83	45.5%	

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Willis Pad							
Willis, TX 77318		3 mi radius		5 mi radius		7 mi radius	
Household Type (2023)							
Total Households	7,278		23,391		41,492		
Households with Children	2,696	37.0%	7,875	33.7%	14,447	34.8%	
Average Household Size	2.8		2.6		2.7		
Household Density per Square Mile	258		298		270		
Population Family	18,168	88.7%	52,182	81.8%	95,820	84.1%	
Population Non-Family	2,207	10.8%	8,907	14.0%	15,184	13.3%	
Population Group Quarters	110	0.5%	2,691	4.2%	2,864	2.5%	
Family Households	5,541	76.1%	16,279	69.6%	29,481	71.1%	
Married Couple Households	4,145	74.8%	12,180	74.8%	21,600	73.3%	
Other Family Households with Children	1,396	25.2%	4,099	25.2%	7,881	26.7%	
Family Households with Children	2,695	48.6%	7,864	48.3%	14,420	48.9%	
Married Couple with Children	1,834	68.1%	5,283	67.2%	9,489	65.8%	
Other Family Households with Children	861	31.9%	2,581	32.8%	4,931	34.2%	
Family Households No Children	2,847	51.4%	8,415	51.7%	15,061	51.1%	
Married Couple No Children	2,311	81.2%	6,897	82.0%	12,110	80.4%	
Other Family Households No Children	535	18.8%	1,519	18.0%	2,950	19.6%	
Non-Family Households	1,737	23.9%	7,112	30.4%	12,011	28.9%	
Non-Family Households with Children	2	-	12	0.2%	27	0.2%	
Non-Family Households No Children	1,736	99.9%	7,100	99.8%	11,984	99.8%	
Average Family Household Size	3.3		3.2		3.3		
Average Family Income	\$116,895		\$118,180		\$118,609		
Median Family Income	\$92,181		\$94,958		\$93,495		
Average Non-Family Household Size	1.3		1.3		1.3		
Marital Status (2023)							
Population Age 15 Years or Over	16,090		51,497		91,576		
Never Married	4,309	26.8%	16,089	31.2%	29,032	31.7%	
Currently Married	9,091	56.5%	26,765	52.0%	45,705	49.9%	
Previously Married	2,690	16.7%	8,643	16.8%	16,838	18.4%	
Separated	390	14.5%	1,764	20.4%	4,161	24.7%	
Widowed	974	36.2%	2,523	29.2%	4,311	25.6%	
Divorced	1,326	49.3%	4,356	50.4%	8,366	49.7%	
Educational Attainment (2023)							
Adult Population Age 25 Years or Over	13,342		42,511		75,469		
Elementary (Grade Level 0 to 8)	1,256	9.4%	3,268	7.7%	6,459	8.6%	
Some High School (Grade Level 9 to 11)	817	6.1%	2,956	7.0%	6,150	8.1%	
High School Graduate	3,869	29.0%	12,885	30.3%	22,219	29.4%	
Some College	3,137	23.5%	9,027	21.2%	15,539	20.6%	
Associate Degree Only	871	6.5%	2,958	7.0%	5,447	7.2%	
Bachelor Degree Only	1,914	14.3%	7,618	17.9%	13,320	17.6%	
Graduate Degree	1,478	11.1%	3,800	8.9%	6,335	8.4%	
Any College (Some College or Higher)	7,400	55.5%	23,403	55.1%	40,640	53.9%	
College Degree + (Bachelor Degree or Higher)	3,392	25.4%	11,418	26.9%	19,655	26.0%	

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Willis, TX 77318							
Housing							
Total Housing Units (2023)	7,900		26,325		47,327		
Total Housing Units (2020)	7,169		23,381		41,886		
Historical Annual Growth (2020-2023)	730	-	2,944	-	5,441	-	
Housing Units Occupied (2023)	7,278	92.1%	23,391	88.9%	41,492	87.7%	
Housing Units Owner-Occupied	5,530	76.0%	15,230	65.1%	27,755	66.9%	
Housing Units Renter-Occupied	1,748	24.0%	8,161	34.9%	13,737	33.1%	
Housing Units Vacant (2023)	621	7.9%	2,934	11.1%	5,835	12.3%	
Household Size (2023)							
Total Households	7,278		23,391		41,492		
1 Person Households	1,450	19.9%	5,885	25.2%	9,842	23.7%	
2 Person Households	2,642	36.3%	8,459	36.2%	14,769	35.6%	
3 Person Households	1,206	16.6%	3,630	15.5%	6,682	16.1%	
4 Person Households	1,015	14.0%	2,886	12.3%	5,254	12.7%	
5 Person Households	579	7.9%	1,503	6.4%	2,880	6.9%	
6 Person Households	237	3.3%	649	2.8%	1,278	3.1%	
7 or More Person Households	149	2.0%	378	1.6%	787	1.9%	
Household Income Distribution (2023)							
HH Income \$200,000 or More	899	12.4%	2,688	11.5%	4,704	11.3%	
HH Income \$150,000 to \$199,999	532	7.3%	1,430	6.1%	2,937	7.1%	
HH Income \$125,000 to \$149,999	394	5.4%	1,497	6.4%	2,660	6.4%	
HH Income \$100,000 to \$124,999	612	8.4%	2,307	9.9%	3,669	8.8%	
HH Income \$75,000 to \$99,999	811	11.1%	2,831	12.1%	5,270	12.7%	
HH Income \$50,000 to \$74,999	1,597	21.9%	4,863	20.8%	7,927	19.1%	
HH Income \$35,000 to \$49,999	805	11.1%	2,685	11.5%	4,713	11.4%	
HH Income \$25,000 to \$34,999	545	7.5%	1,941	8.3%	3,609	8.7%	
HH Income \$15,000 to \$24,999	499	6.9%	1,892	8.1%	3,145	7.6%	
HH Income \$10,000 to \$14,999	225	3.1%	494	2.1%	1,073	2.6%	
HH Income Under \$10,000	360	4.9%	762	3.3%	1,784	4.3%	
Household Vehicles (2023)							
Households 0 Vehicles Available	80	1.1%	840	3.6%	1,940	4.7%	
Households 1 Vehicle Available	2,517	34.6%	7,111	30.4%	12,236	29.5%	
Households 2 Vehicles Available	3,149	43.3%	10,903	46.6%	18,534	44.7%	
Households 3 or More Vehicles Available	1,533	21.1%	4,536	19.4%	8,782	21.2%	
Total Vehicles Available	13,931		44,180		79,038		
Average Vehicles per Household	1.9		1.9		1.9		
Owner-Occupied Household Vehicles	11,329	81.3%	31,829	72.0%	59,060	74.7%	
Average Vehicles per Owner-Occupied Household	2.0		2.1		2.1		
Renter-Occupied Household Vehicles	2,602	18.7%	12,351	28.0%	19,978	25.3%	
Average Vehicles per Renter-Occupied Household	1.5		1.5		1.5		
Travel Time (2023)							
Worker Base Age 16 years or Over	9,005		30,759		56,150		
Travel to Work in 14 Minutes or Less	1,979	22.0%	6,470	21.0%	11,229	20.0%	
Travel to Work in 15 to 29 Minutes	2,863	31.8%	9,529	31.0%	17,755	31.6%	
Travel to Work in 30 to 59 Minutes	1,985	22.0%	8,134	26.4%	16,009	28.5%	
Travel to Work in 60 Minutes or More	1,150	12.8%	3,861	12.6%	6,687	11.9%	
Work at Home	1,029	11.4%	2,764	9.0%	4,470	8.0%	
Average Minutes Travel to Work	24.5		25.6		25.3		

## Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 30.3925/-95.4878

Willis Pad		3 mi radius		5 mi radius		7 mi radius	
Willis, TX 77318							
Transportation To Work (2023)							
Worker Base Age 16 years or Over	9,005		30,759		56,150		
Drive to Work Alone	7,141	79.3%	23,681	77.0%	43,623	77.7%	
Drive to Work in Carpool	682	7.6%	3,560	11.6%	6,406	11.4%	
Travel to Work by Public Transportation	21	0.2%	82	0.3%	238	0.4%	
Drive to Work on Motorcycle	-	-	49	0.2%	54	-	
Bicycle to Work	3	-	158	0.5%	314	0.6%	
Walk to Work	75	0.8%	231	0.7%	635	1.1%	
Other Means	54	0.6%	233	0.8%	410	0.7%	
Work at Home	1,029	11.4%	2,764	9.0%	4,470	8.0%	
Daytime Demographics (2023)							
Total Businesses	727		2,408		4,662		
Total Employees	5,662		21,447		37,093		
Company Headquarter Businesses	22	3.0%	66	2.7%	112	2.4%	
Company Headquarter Employees	844	14.9%	2,594	12.1%	4,135	11.1%	
Employee Population per Business	7.8	to 1	8.9	to 1	8.0	to 1	
Residential Population per Business	28.2	to 1	26.5	to 1	24.4	to 1	
Adj. Daytime Demographics Age 16 Years or Over	12,408		41,289		70,833		
Labor Force							
Labor Population Age 16 Years or Over (2023)	15,753		50,633		89,943		
Labor Force Total Males (2023)	7,522	47.7%	25,516	50.4%	44,899	49.9%	
Male Civilian Employed	4,793	63.7%	16,733	65.6%	30,830	68.7%	
Male Civilian Unemployed	275	3.7%	615	2.4%	1,152	2.6%	
Males in Armed Forces	-	-	3	-	17	-	
Males Not in Labor Force	2,454	32.6%	8,164	32.0%	12,899	28.7%	
Labor Force Total Females (2023)	8,231	52.3%	25,117	49.6%	45,044	50.1%	
Female Civilian Employed	4,215	51.2%	14,044	55.9%	25,338	56.3%	
Female Civilian Unemployed	152	1.9%	563	2.2%	1,060	2.4%	
Females in Armed Forces	-	-	11	-	18	-	
Females Not in Labor Force	3,864	46.9%	10,500	41.8%	18,628	41.4%	
Unemployment Rate	427	2.7%	1,179	2.3%	2,212	2.5%	
Occupation (2023)							
Occupation Population Age 16 Years or Over	9,005		30,759		56,150		
Occupation Total Males	4,791	53.2%	16,720	54.4%	30,817	54.9%	
Occupation Total Females	4,214	46.8%	14,039	45.6%	25,333	45.1%	
Management, Business, Financial Operations	1,616	17.9%	5,773	18.8%	10,428	18.6%	
Professional, Related	1,941	21.6%	6,106	19.9%	11,056	19.7%	
Service	1,481	16.4%	4,733	15.4%	9,246	16.5%	
Sales, Office	1,717	19.1%	6,213	20.2%	11,091	19.8%	
Farming, Fishing, Forestry	13	0.1%	78	0.3%	161	0.3%	
Construction, Extraction, Maintenance	1,009	11.2%	3,194	10.4%	6,116	10.9%	
Production, Transport, Material Moving	1,228	13.6%	4,661	15.2%	8,051	14.3%	
White Collar Workers	5,274	58.6%	18,092	58.8%	32,575	58.0%	
Blue Collar Workers	3,731	41.4%	12,667	41.2%	23,575	42.0%	



## Complete Profile

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Lat/Lon: 30.3925/-95.4878

Willis Pad		3 mi radius		5 mi radius		7 mi radius	
Willis, TX 77318							
Units In Structure (2023)							
Total Units	7,278		23,391		41,492		
1 Detached Unit	5,471	75.2%	15,474	66.2%	27,793	67.0%	
1 Attached Unit	179	2.5%	463	2.0%	764	1.8%	
2 Units	47	0.6%	137	0.6%	225	0.5%	
3 to 4 Units	78	1.1%	337	1.4%	697	1.7%	
5 to 9 Units	100	1.4%	563	2.4%	961	2.3%	
10 to 19 Units	194	2.7%	1,704	7.3%	2,790	6.7%	
20 to 49 Units	108	1.5%	804	3.4%	1,268	3.1%	
50 or More Units	170	2.3%	1,256	5.4%	1,880	4.5%	
Mobile Home or Trailer	902	12.4%	2,518	10.8%	4,885	11.8%	
Other Structure	31	0.4%	135	0.6%	228	0.6%	
Homes Built By Year (2023)							
Homes Built 2020 or later	309	3.9%	641	2.4%	932	2.0%	
Homes Built 2010 to 2019	1,759	22.3%	6,961	26.4%	11,751	24.8%	
Homes Built 2000 to 2009	1,922	24.3%	5,756	21.9%	9,801	20.7%	
Homes Built 1990 to 1999	883	11.2%	3,114	11.8%	5,734	12.1%	
Homes Built 1980 to 1989	1,060	13.4%	2,981	11.3%	5,638	11.9%	
Homes Built 1970 to 1979	880	11.1%	2,105	8.0%	4,213	8.9%	
Homes Built 1960 to 1969	237	3.0%	1,063	4.0%	1,914	4.0%	
Homes Built 1950 to 1959	112	1.4%	361	1.4%	655	1.4%	
Homes Built 1940 to 1949	67	0.9%	163	0.6%	364	0.8%	
Homes Built Before 1939	50	0.6%	245	0.9%	490	1.0%	
Median Age of Homes	27.7	yrs	26.9	yrs	27.9	yrs	
Home Values (2023)							
Owner Specified Housing Units	5,530		15,230		27,755		
Home Values \$1,000,000 or More	141	2.6%	311	2.0%	610	2.2%	
Home Values \$750,000 to \$999,999	228	4.1%	452	3.0%	849	3.1%	
Home Values \$500,000 to \$749,999	419	7.6%	1,368	9.0%	2,864	10.3%	
Home Values \$400,000 to \$499,999	240	4.3%	963	6.3%	1,889	6.8%	
Home Values \$300,000 to \$399,999	862	15.6%	2,819	18.5%	4,606	16.6%	
Home Values \$250,000 to \$299,999	609	11.0%	1,572	10.3%	2,870	10.3%	
Home Values \$200,000 to \$249,999	1,057	19.1%	2,533	16.6%	4,161	15.0%	
Home Values \$175,000 to \$199,999	258	4.7%	871	5.7%	1,515	5.5%	
Home Values \$150,000 to \$174,999	487	8.8%	1,104	7.3%	1,958	7.1%	
Home Values \$125,000 to \$149,999	105	1.9%	314	2.1%	676	2.4%	
Home Values \$100,000 to \$124,999	198	3.6%	698	4.6%	1,236	4.5%	
Home Values \$90,000 to \$99,999	84	1.5%	223	1.5%	399	1.4%	
Home Values \$80,000 to \$89,999	91	1.6%	279	1.8%	585	2.1%	
Home Values \$70,000 to \$79,999	113	2.0%	276	1.8%	593	2.1%	
Home Values \$60,000 to \$69,999	134	2.4%	224	1.5%	440	1.6%	
Home Values \$50,000 to \$59,999	84	1.5%	212	1.4%	303	1.1%	
Home Values \$35,000 to \$49,999	19	0.3%	47	0.3%	150	0.5%	
Home Values \$25,000 to \$34,999	35	0.6%	129	0.8%	380	1.4%	
Home Values \$10,000 to \$24,999	175	3.2%	367	2.4%	678	2.4%	
Home Values Under \$10,000	192	3.5%	466	3.1%	993	3.6%	
Owner-Occupied Median Home Value	\$245,242		\$250,391		\$251,820		
Renter-Occupied Median Rent	\$1,077		\$1,085		\$1,074		



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Lat/Lon: 30.3925/-95.4878

Willis Pad		3 mi radius		5 mi radius		7 mi radius	
Willis, TX 77318							
Total Annual Consumer Expenditure (2023)							
Total Household Expenditure		\$514.48 M		\$1.64 B		\$2.94 B	
Total Non-Retail Expenditure		\$271.93 M		\$868.02 M		\$1.55 B	
Total Retail Expenditure		\$242.55 M		\$774.07 M		\$1.38 B	
Apparel		\$18.23 M		\$57.98 M		\$104.03 M	
Contributions		\$17.47 M		\$55.06 M		\$98.78 M	
Education		\$16.24 M		\$50.5 M		\$91.49 M	
Entertainment		\$29.47 M		\$93.46 M		\$167.59 M	
Food and Beverages		\$75.17 M		\$240.5 M		\$430.03 M	
Furnishings and Equipment		\$18.25 M		\$57.96 M		\$103.89 M	
Gifts		\$13.18 M		\$41.84 M		\$74.95 M	
Health Care		\$43.16 M		\$138.13 M		\$246.54 M	
Household Operations		\$20.49 M		\$64.92 M		\$116.36 M	
Miscellaneous Expenses		\$9.74 M		\$31.08 M		\$55.65 M	
Personal Care		\$6.88 M		\$21.99 M		\$39.35 M	
Personal Insurance		\$3.76 M		\$11.78 M		\$21.21 M	
Reading		\$1.13 M		\$3.6 M		\$6.45 M	
Shelter		\$107.59 M		\$345.4 M		\$617.87 M	
Tobacco		\$2.93 M		\$9.59 M		\$17.03 M	
Transportation		\$93.55 M		\$298.86 M		\$533.87 M	
Utilities		\$37.24 M		\$119.44 M		\$213.13 M	
Monthly Household Consumer Expenditure (2023)							
Total Household Expenditure		\$5,890		\$5,850		\$5,901	
Total Non-Retail Expenditure		\$3,113	52.9%	\$3,092	52.9%	\$3,121	52.9%
Total Retail Expenditures		\$2,777	47.1%	\$2,758	47.1%	\$2,780	47.1%
Apparel		\$209	3.5%	\$207	3.5%	\$209	3.5%
Contributions		\$200	3.4%	\$196	3.4%	\$198	3.4%
Education		\$186	3.2%	\$180	3.1%	\$184	3.1%
Entertainment		\$337	5.7%	\$333	5.7%	\$337	5.7%
Food and Beverages		\$861	14.6%	\$857	14.6%	\$864	14.6%
Furnishings and Equipment		\$209	3.5%	\$206	3.5%	\$209	3.5%
Gifts		\$151	2.6%	\$149	2.5%	\$151	2.6%
Health Care		\$494	8.4%	\$492	8.4%	\$495	8.4%
Household Operations		\$235	4.0%	\$231	4.0%	\$234	4.0%
Miscellaneous Expenses		\$112	1.9%	\$111	1.9%	\$112	1.9%
Personal Care		\$79	1.3%	\$78	1.3%	\$79	1.3%
Personal Insurance		\$43	0.7%	\$42	0.7%	\$43	0.7%
Reading		\$13	0.2%	\$13	0.2%	\$13	0.2%
Shelter		\$1,232	20.9%	\$1,231	21.0%	\$1,241	21.0%
Tobacco		\$34	0.6%	\$34	0.6%	\$34	0.6%
Transportation		\$1,071	18.2%	\$1,065	18.2%	\$1,072	18.2%
Utilities		\$426	7.2%	\$426	7.3%	\$428	7.3%