

# Complete Profile

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



Lat/Lon: 30.4815/-95.4897

The Market at Willis Shopping Center		Trade Area
Willis, TX 77378		
<b>Population</b>		
Estimated Population (2023)	127,454	
Projected Population (2028)	146,354	
Census Population (2020)	117,004	
Census Population (2010)	90,157	
Projected Annual Growth (2023-2028)	18,900	3.0%
Historical Annual Growth (2020-2023)	10,450	3.0%
Historical Annual Growth (2010-2020)	26,847	3.0%
Estimated Population Density (2023)	326	psm
Trade Area Size	390.4	sq mi
<b>Households</b>		
Estimated Households (2023)	48,272	
Projected Households (2028)	56,353	
Census Households (2020)	43,695	
Census Households (2010)	33,725	
Projected Annual Growth (2023-2028)	8,081	3.3%
Historical Annual Change (2010-2023)	14,547	3.3%
<b>Average Household Income</b>		
Estimated Average Household Income (2023)	\$118,881	
Projected Average Household Income (2028)	\$105,685	
Census Average Household Income (2010)	\$77,321	
Census Average Household Income (2000)	\$66,259	
Projected Annual Change (2023-2028)	-\$13,197	-2.2%
Historical Annual Change (2000-2023)	\$52,622	3.5%
<b>Median Household Income</b>		
Estimated Median Household Income (2023)	\$90,300	
Projected Median Household Income (2028)	\$87,045	
Census Median Household Income (2010)	\$61,283	
Census Median Household Income (2000)	\$50,173	
Projected Annual Change (2023-2028)	-\$3,255	-0.7%
Historical Annual Change (2000-2023)	\$40,127	3.5%
<b>Per Capita Income</b>		
Estimated Per Capita Income (2023)	\$45,339	
Projected Per Capita Income (2028)	\$40,967	
Census Per Capita Income (2010)	\$28,934	
Census Per Capita Income (2000)	\$25,160	
Projected Annual Change (2023-2028)	-\$4,372	-1.9%
Historical Annual Change (2000-2023)	\$20,179	3.5%
Estimated Average Household Net Worth (2023)	\$629,132	

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<b>Race and Ethnicity</b>		
Total Population (2023)	127,454	
White (2023)	93,921	73.7%
Black or African American (2023)	10,352	8.1%
American Indian or Alaska Native (2023)	816	0.6%
Asian (2023)	2,013	1.6%
Hawaiian or Pacific Islander (2023)	117	-
Other Race (2023)	8,182	6.4%
Two or More Races (2023)	12,052	9.5%
Population < 18 (2023)	28,861	22.6%
White Not Hispanic	16,691	57.8%
Black or African American	2,218	7.7%
Asian	385	1.3%
Other Race Not Hispanic	953	3.3%
Hispanic	8,613	29.8%
Not Hispanic or Latino Population (2023)	101,595	79.7%
Not Hispanic White	87,161	85.8%
Not Hispanic Black or African American	9,941	9.8%
Not Hispanic American Indian or Alaska Native	204	0.2%
Not Hispanic Asian	1,946	1.9%
Not Hispanic Hawaiian or Pacific Islander	62	-
Not Hispanic Other Race	113	0.1%
Not Hispanic Two or More Races	2,167	2.1%
Hispanic or Latino Population (2023)	25,859	20.3%
Hispanic White	6,760	26.1%
Hispanic Black or African American	410	1.6%
Hispanic American Indian or Alaska Native	613	2.4%
Hispanic Asian	66	0.3%
Hispanic Hawaiian or Pacific Islander	55	0.2%
Hispanic Other Race	8,069	31.2%
Hispanic Two or More Races	9,885	38.2%
Not Hispanic or Latino Population (2020)	92,856	79.4%
Hispanic or Latino Population (2020)	24,149	20.6%
Not Hispanic or Latino Population (2010)	74,374	82.5%
Hispanic or Latino Population (2010)	15,783	17.5%
Not Hispanic or Latino Population (2028)	116,243	79.4%
Hispanic or Latino Population (2028)	30,111	20.6%
Projected Annual Growth (2023-2028)	4,252	3.3%
Historical Annual Growth (2010-2020)	8,365	5.3%

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<b>Total Age Distribution (2023)</b>			
Total Population		127,454	
Age Under 5 Years		6,810	5.3%
Age 5 to 9 Years		7,790	6.1%
Age 10 to 14 Years		8,731	6.9%
Age 15 to 19 Years		8,300	6.5%
Age 20 to 24 Years		7,236	5.7%
Age 25 to 29 Years		7,480	5.9%
Age 30 to 34 Years		7,720	6.1%
Age 35 to 39 Years		7,888	6.2%
Age 40 to 44 Years		7,603	6.0%
Age 45 to 49 Years		7,580	5.9%
Age 50 to 54 Years		7,915	6.2%
Age 55 to 59 Years		8,345	6.5%
Age 60 to 64 Years		9,273	7.3%
Age 65 to 69 Years		8,427	6.6%
Age 70 to 74 Years		7,586	6.0%
Age 75 to 79 Years		4,704	3.7%
Age 80 to 84 Years		2,453	1.9%
Age 85 Years or Over		1,613	1.3%
Median Age		41.0	
Age 19 Years or Less		31,632	24.8%
Age 20 to 64 Years		71,039	55.7%
Age 65 Years or Over		24,783	19.4%
<b>Female Age Distribution (2023)</b>			
Female Population		63,199	49.6%
Age Under 5 Years		3,279	5.2%
Age 5 to 9 Years		3,863	6.1%
Age 10 to 14 Years		4,237	6.7%
Age 15 to 19 Years		3,950	6.2%
Age 20 to 24 Years		3,517	5.6%
Age 25 to 29 Years		3,569	5.6%
Age 30 to 34 Years		3,728	5.9%
Age 35 to 39 Years		3,800	6.0%
Age 40 to 44 Years		3,793	6.0%
Age 45 to 49 Years		3,737	5.9%
Age 50 to 54 Years		4,008	6.3%
Age 55 to 59 Years		4,232	6.7%
Age 60 to 64 Years		4,729	7.5%
Age 65 to 69 Years		4,364	6.9%
Age 70 to 74 Years		3,929	6.2%
Age 75 to 79 Years		2,327	3.7%
Age 80 to 84 Years		1,235	2.0%
Age 85 Years or Over		902	1.4%
Female Median Age		41.7	
Age 19 Years or Less		15,329	24.3%
Age 20 to 64 Years		35,112	55.6%
Age 65 Years or Over		12,758	20.2%

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<b>Male Age Distribution (2023)</b>			
Male Population	64,255	50.4%	
Age Under 5 Years	3,531	5.5%	
Age 5 to 9 Years	3,927	6.1%	
Age 10 to 14 Years	4,494	7.0%	
Age 15 to 19 Years	4,350	6.8%	
Age 20 to 24 Years	3,719	5.8%	
Age 25 to 29 Years	3,911	6.1%	
Age 30 to 34 Years	3,992	6.2%	
Age 35 to 39 Years	4,088	6.4%	
Age 40 to 44 Years	3,810	5.9%	
Age 45 to 49 Years	3,844	6.0%	
Age 50 to 54 Years	3,907	6.1%	
Age 55 to 59 Years	4,112	6.4%	
Age 60 to 64 Years	4,544	7.1%	
Age 65 to 69 Years	4,063	6.3%	
Age 70 to 74 Years	3,656	5.7%	
Age 75 to 79 Years	2,378	3.7%	
Age 80 to 84 Years	1,217	1.9%	
Age 85 Years or Over	711	1.1%	
Male Median Age	40.4		
Age 19 Years or Less	16,303	25.4%	
Age 20 to 64 Years	35,927	55.9%	
Age 65 Years or Over	12,025	18.7%	
<b>Males per 100 Females (2023)</b>			
Overall Comparison	102		
Age Under 5 Years	108	51.9%	
Age 5 to 9 Years	102	50.4%	
Age 10 to 14 Years	106	51.5%	
Age 15 to 19 Years	110	52.4%	
Age 20 to 24 Years	106	51.4%	
Age 25 to 29 Years	110	52.3%	
Age 30 to 34 Years	107	51.7%	
Age 35 to 39 Years	108	51.8%	
Age 40 to 44 Years	100	50.1%	
Age 45 to 49 Years	103	50.7%	
Age 50 to 54 Years	97	49.4%	
Age 55 to 59 Years	97	49.3%	
Age 60 to 64 Years	96	49.0%	
Age 65 to 69 Years	93	48.2%	
Age 70 to 74 Years	93	48.2%	
Age 75 to 79 Years	102	50.5%	
Age 80 to 84 Years	99	49.6%	
Age 85 Years or Over	79	44.1%	
Age 19 Years or Less	106	51.5%	
Age 20 to 39 Years	108	51.8%	
Age 40 to 64 Years	99	49.7%	
Age 65 Years or Over	94	48.5%	

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<b>Household Type (2023)</b>		
Total Households		48,272
Households with Children		15,358 31.8%
Average Household Size		2.6
Household Density per Square Mile		124
Population Family		108,839 85.4%
Population Non-Family		15,849 12.4%
Population Group Quarters		2,767 2.2%
Family Households		35,523 73.6%
Married Couple Households		28,172 79.3%
Other Family Households with Children		7,351 20.7%
Family Households with Children		15,335 43.2%
Married Couple with Children		10,717 69.9%
Other Family Households with Children		4,617 30.1%
Family Households No Children		20,188 56.8%
Married Couple No Children		17,454 86.5%
Other Family Households No Children		2,734 13.5%
Non-Family Households		12,749 26.4%
Non-Family Households with Children		24 0.2%
Non-Family Households No Children		12,725 99.8%
Average Family Household Size		3.1
Average Family Income		\$137,376
Median Family Income		\$111,205
Average Non-Family Household Size		1.2
<b>Marital Status (2023)</b>		
Population Age 15 Years or Over		104,122
Never Married		26,839 25.8%
Currently Married		59,174 56.8%
Previously Married		18,109 17.4%
Separated		3,595 19.9%
Widowed		4,682 25.9%
Divorced		9,832 54.3%
<b>Educational Attainment (2023)</b>		
Adult Population Age 25 Years or Over		88,586
Elementary (Grade Level 0 to 8)		4,106 4.6%
Some High School (Grade Level 9 to 11)		5,134 5.8%
High School Graduate		25,397 28.7%
Some College		20,071 22.7%
Associate Degree Only		6,429 7.3%
Bachelor Degree Only		19,173 21.6%
Graduate Degree		8,275 9.3%
Any College (Some College or Higher)		53,948 60.9%
College Degree + (Bachelor Degree or Higher)		27,447 31.0%

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<b>Housing</b>		
Total Housing Units (2023)		55,719
Total Housing Units (2020)		50,010
Historical Annual Growth (2020-2023)		5,709 -
Housing Units Occupied (2023)		48,272 86.6%
Housing Units Owner-Occupied		37,151 77.0%
Housing Units Renter-Occupied		11,121 23.0%
Housing Units Vacant (2023)		7,447 13.4%
<b>Household Size (2023)</b>		
Total Households		48,272
1 Person Households		10,520 21.8%
2 Person Households		19,341 40.1%
3 Person Households		7,559 15.7%
4 Person Households		6,055 12.5%
5 Person Households		3,004 6.2%
6 Person Households		1,206 2.5%
7 or More Person Households		586 1.2%
<b>Household Income Distribution (2023)</b>		
HH Income \$200,000 or More		7,150 14.8%
HH Income \$150,000 to \$199,999		4,693 9.7%
HH Income \$125,000 to \$149,999		3,823 7.9%
HH Income \$100,000 to \$124,999		4,591 9.5%
HH Income \$75,000 to \$99,999		5,882 12.2%
HH Income \$50,000 to \$74,999		8,361 17.3%
HH Income \$35,000 to \$49,999		5,028 10.4%
HH Income \$25,000 to \$34,999		3,036 6.3%
HH Income \$15,000 to \$24,999		2,631 5.5%
HH Income \$10,000 to \$14,999		1,230 2.5%
HH Income Under \$10,000		1,846 3.8%
<b>Household Vehicles (2023)</b>		
Households 0 Vehicles Available		2,181 4.5%
Households 1 Vehicle Available		12,951 26.8%
Households 2 Vehicles Available		22,041 45.7%
Households 3 or More Vehicles Available		11,100 23.0%
Total Vehicles Available		94,952
Average Vehicles per Household		2.0
Owner-Occupied Household Vehicles		77,892 82.0%
Average Vehicles per Owner-Occupied Household		2.1
Renter-Occupied Household Vehicles		17,060 18.0%
Average Vehicles per Renter-Occupied Household		1.5
<b>Travel Time (2023)</b>		
Worker Base Age 16 years or Over		61,770
Travel to Work in 14 Minutes or Less		10,395 16.8%
Travel to Work in 15 to 29 Minutes		18,819 30.5%
Travel to Work in 30 to 59 Minutes		16,436 26.6%
Travel to Work in 60 Minutes or More		9,164 14.8%
Work at Home		6,956 11.3%
Average Minutes Travel to Work		27.1

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<b>Transportation To Work (2023)</b>		
Worker Base Age 16 years or Over	61,770	
Drive to Work Alone	47,625	77.1%
Drive to Work in Carpool	5,747	9.3%
Travel to Work by Public Transportation	193	0.3%
Drive to Work on Motorcycle	49	-
Bicycle to Work	114	0.2%
Walk to Work	344	0.6%
Other Means	741	1.2%
Work at Home	6,956	11.3%
<b>Daytime Demographics (2023)</b>		
Total Businesses	4,539	
Total Employees	32,797	
Company Headquarter Businesses	102	2.2%
Company Headquarter Employees	3,549	10.8%
Employee Population per Business	7.2	to 1
Residential Population per Business	28.1	to 1
Adj. Daytime Demographics Age 16 Years or Over	73,198	
<b>Labor Force</b>		
Labor Population Age 16 Years or Over (2023)	102,254	
Labor Force Total Males (2023)	51,323	50.2%
Male Civilian Employed	33,887	66.0%
Male Civilian Unemployed	1,263	2.5%
Males in Armed Forces	62	0.1%
Males Not in Labor Force	16,110	31.4%
Labor Force Total Females (2023)	50,932	49.8%
Female Civilian Employed	27,901	54.8%
Female Civilian Unemployed	1,239	2.4%
Females in Armed Forces	3	-
Females Not in Labor Force	21,789	42.8%
Unemployment Rate	2,502	2.4%
<b>Occupation (2023)</b>		
Occupation Population Age 16 Years or Over	61,770	
Occupation Total Males	33,874	54.8%
Occupation Total Females	27,896	45.2%
Management, Business, Financial Operations	12,047	19.5%
Professional, Related	13,509	21.9%
Service	8,360	13.5%
Sales, Office	13,263	21.5%
Farming, Fishing, Forestry	118	0.2%
Construction, Extraction, Maintenance	6,053	9.8%
Production, Transport, Material Moving	8,420	13.6%
White Collar Workers	38,819	62.8%
Blue Collar Workers	22,951	37.2%

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<b>Units In Structure (2023)</b>		
Total Units		48,272
1 Detached Unit		35,580 73.7%
1 Attached Unit		1,061 2.2%
2 Units		200 0.4%
3 to 4 Units		399 0.8%
5 to 9 Units		823 1.7%
10 to 19 Units		1,916 4.0%
20 to 49 Units		1,086 2.3%
50 or More Units		1,457 3.0%
Mobile Home or Trailer		5,449 11.3%
Other Structure		301 0.6%
<b>Homes Built By Year (2023)</b>		
Homes Built 2020 or later		1,072 1.9%
Homes Built 2010 to 2019		13,079 23.5%
Homes Built 2000 to 2009		13,941 25.0%
Homes Built 1990 to 1999		7,109 12.8%
Homes Built 1980 to 1989		5,919 10.6%
Homes Built 1970 to 1979		4,488 8.1%
Homes Built 1960 to 1969		1,410 2.5%
Homes Built 1950 to 1959		515 0.9%
Homes Built 1940 to 1949		267 0.5%
Homes Built Before 1939		473 0.8%
Median Age of Homes		26.3 yrs
<b>Home Values (2023)</b>		
Owner Specified Housing Units		37,151
Home Values \$1,000,000 or More		1,228 3.3%
Home Values \$750,000 to \$999,999		1,209 3.3%
Home Values \$500,000 to \$749,999		4,813 13.0%
Home Values \$400,000 to \$499,999		3,033 8.2%
Home Values \$300,000 to \$399,999		6,479 17.4%
Home Values \$250,000 to \$299,999		3,734 10.1%
Home Values \$200,000 to \$249,999		5,389 14.5%
Home Values \$175,000 to \$199,999		1,804 4.9%
Home Values \$150,000 to \$174,999		2,214 6.0%
Home Values \$125,000 to \$149,999		672 1.8%
Home Values \$100,000 to \$124,999		1,555 4.2%
Home Values \$90,000 to \$99,999		658 1.8%
Home Values \$80,000 to \$89,999		702 1.9%
Home Values \$70,000 to \$79,999		547 1.5%
Home Values \$60,000 to \$69,999		344 0.9%
Home Values \$50,000 to \$59,999		391 1.1%
Home Values \$35,000 to \$49,999		479 1.3%
Home Values \$25,000 to \$34,999		324 0.9%
Home Values \$10,000 to \$24,999		662 1.8%
Home Values Under \$10,000		915 2.5%
Owner-Occupied Median Home Value		\$285,968
Renter-Occupied Median Rent		\$1,080



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<b>Total Annual Consumer Expenditure (2023)</b>		
Total Household Expenditure		\$3.84 B
Total Non-Retail Expenditure		\$2.03 B
Total Retail Expenditure		\$1.8 B
Apparel		\$136.53 M
Contributions		\$132.86 M
Education		\$125.29 M
Entertainment		\$221.6 M
Food and Beverages		\$557.2 M
Furnishings and Equipment		\$137.32 M
Gifts		\$101.21 M
Health Care		\$319.27 M
Household Operations		\$153.58 M
Miscellaneous Expenses		\$73.12 M
Personal Care		\$51.45 M
Personal Insurance		\$28.67 M
Reading		\$8.5 M
Shelter		\$803.18 M
Tobacco		\$20.84 M
Transportation		\$694.58 M
Utilities		\$271.91 M
<b>Monthly Household Consumer Expenditure (2023)</b>		
Total Household Expenditure		\$6,624
Total Non-Retail Expenditure		\$3,509 53.0%
Total Retail Expenditures		\$3,115 47.0%
Apparel		\$236 3.6%
Contributions		\$229 3.5%
Education		\$216 3.3%
Entertainment		\$383 5.8%
Food and Beverages		\$962 14.5%
Furnishings and Equipment		\$237 3.6%
Gifts		\$175 2.6%
Health Care		\$551 8.3%
Household Operations		\$265 4.0%
Miscellaneous Expenses		\$126 1.9%
Personal Care		\$89 1.3%
Personal Insurance		\$50 0.7%
Reading		\$15 0.2%
Shelter		\$1,387 20.9%
Tobacco		\$36 0.5%
Transportation		\$1,199 18.1%
Utilities		\$469 7.1%