

## Complete Profile

2010-2020 Census, 2024 Estimates with 2029 Projections  
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 30.381/-95.4673

The Market at Willis Shopping Center		Trade Area
Willis, TX 77378		
Population		
Estimated Population (2024)	131,806	
Projected Population (2029)	167,355	
Census Population (2020)	106,478	
Census Population (2010)	81,656	
Projected Annual Growth (2024-2029)	35,549	5.4%
Historical Annual Growth (2020-2024)	25,328	5.9%
Historical Annual Growth (2010-2020)	24,822	3.0%
Estimated Population Density (2024)	416	psm
Trade Area Size	316.6	sq mi
Households		
Estimated Households (2024)	50,184	
Projected Households (2029)	65,416	
Census Households (2020)	39,991	
Census Households (2010)	30,679	
Projected Annual Growth (2024-2029)	15,232	6.1%
Historical Annual Change (2010-2024)	19,506	4.5%
Average Household Income		
Estimated Average Household Income (2024)	\$137,865	
Projected Average Household Income (2029)	\$144,655	
Census Average Household Income (2010)	\$79,350	
Census Average Household Income (2000)	\$68,903	
Projected Annual Change (2024-2029)	\$6,790	1.0%
Historical Annual Change (2000-2024)	\$68,962	4.2%
Median Household Income		
Estimated Median Household Income (2024)	\$91,493	
Projected Median Household Income (2029)	\$93,596	
Census Median Household Income (2010)	\$62,934	
Census Median Household Income (2000)	\$52,127	
Projected Annual Change (2024-2029)	\$2,103	0.5%
Historical Annual Change (2000-2024)	\$39,366	3.1%
Per Capita Income		
Estimated Per Capita Income (2024)	\$52,502	
Projected Per Capita Income (2029)	\$56,551	
Census Per Capita Income (2010)	\$29,827	
Census Per Capita Income (2000)	\$26,002	
Projected Annual Change (2024-2029)	\$4,049	1.5%
Historical Annual Change (2000-2024)	\$26,500	4.2%
Estimated Average Household Net Worth (2024)	\$1.28 M	

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The Market at Willis Shopping Center		Trade Area	
Willis, TX 77378			
Race and Ethnicity			
Total Population (2024)	131,806		
White (2024)	97,270	73.8%	
Black or African American (2024)	8,232	6.2%	
American Indian or Alaska Native (2024)	874	0.7%	
Asian (2024)	2,375	1.8%	
Hawaiian or Pacific Islander (2024)	132	0.1%	
Other Race (2024)	9,552	7.2%	
Two or More Races (2024)	13,372	10.1%	
Population < 18 (2024)	30,875	23.4%	
White Not Hispanic	17,342	56.2%	
Black or African American	2,309	7.5%	
Asian	465	1.5%	
Other Race Not Hispanic	1,080	3.5%	
Hispanic	9,678	31.3%	
Not Hispanic or Latino Population (2024)	101,994	77.4%	
Not Hispanic White	88,856	87.1%	
Not Hispanic Black or African American	7,949	7.8%	
Not Hispanic American Indian or Alaska Native	237	0.2%	
Not Hispanic Asian	2,318	2.3%	
Not Hispanic Hawaiian or Pacific Islander	69	-	
Not Hispanic Other Race	139	0.1%	
Not Hispanic Two or More Races	2,426	2.4%	
Hispanic or Latino Population (2024)	29,812	22.6%	
Hispanic White	8,414	28.2%	
Hispanic Black or African American	282	0.9%	
Hispanic American Indian or Alaska Native	637	2.1%	
Hispanic Asian	57	0.2%	
Hispanic Hawaiian or Pacific Islander	63	0.2%	
Hispanic Other Race	9,413	31.6%	
Hispanic Two or More Races	10,946	36.7%	
Not Hispanic or Latino Population (2020)	84,058	78.9%	
Hispanic or Latino Population (2020)	22,420	21.1%	
Not Hispanic or Latino Population (2010)	68,013	83.3%	
Hispanic or Latino Population (2010)	13,643	16.7%	
Not Hispanic or Latino Population (2029)	125,775	75.2%	
Hispanic or Latino Population (2029)	41,580	24.8%	
Projected Annual Growth (2024-2029)	11,769	7.9%	
Historical Annual Growth (2010-2020)	8,776	6.4%	

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Willis, TX 77378			
Total Age Distribution (2024)			
Total Population	131,806		
Age Under 5 Years	7,444	5.6%	
Age 5 to 9 Years	8,762	6.6%	
Age 10 to 14 Years	9,165	7.0%	
Age 15 to 19 Years	8,442	6.4%	
Age 20 to 24 Years	7,236	5.5%	
Age 25 to 29 Years	7,330	5.6%	
Age 30 to 34 Years	7,874	6.0%	
Age 35 to 39 Years	8,133	6.2%	
Age 40 to 44 Years	8,110	6.2%	
Age 45 to 49 Years	7,649	5.8%	
Age 50 to 54 Years	8,292	6.3%	
Age 55 to 59 Years	8,406	6.4%	
Age 60 to 64 Years	9,039	6.9%	
Age 65 to 69 Years	8,550	6.5%	
Age 70 to 74 Years	7,263	5.5%	
Age 75 to 79 Years	5,328	4.0%	
Age 80 to 84 Years	2,919	2.2%	
Age 85 Years or Over	1,864	1.4%	
Median Age	40.8		
Age 19 Years or Less	33,812	25.7%	
Age 20 to 64 Years	72,071	54.7%	
Age 65 Years or Over	25,923	19.7%	
Female Age Distribution (2024)			
Female Population	66,608	50.5%	
Age Under 5 Years	3,659	5.5%	
Age 5 to 9 Years	4,264	6.4%	
Age 10 to 14 Years	4,478	6.7%	
Age 15 to 19 Years	4,083	6.1%	
Age 20 to 24 Years	3,568	5.4%	
Age 25 to 29 Years	3,732	5.6%	
Age 30 to 34 Years	4,036	6.1%	
Age 35 to 39 Years	4,069	6.1%	
Age 40 to 44 Years	4,095	6.1%	
Age 45 to 49 Years	3,846	5.8%	
Age 50 to 54 Years	4,177	6.3%	
Age 55 to 59 Years	4,350	6.5%	
Age 60 to 64 Years	4,650	7.0%	
Age 65 to 69 Years	4,444	6.7%	
Age 70 to 74 Years	3,805	5.7%	
Age 75 to 79 Years	2,755	4.1%	
Age 80 to 84 Years	1,560	2.3%	
Age 85 Years or Over	1,038	1.6%	
Female Median Age	41.5		
Age 19 Years or Less	16,484	24.7%	
Age 20 to 64 Years	36,523	54.8%	
Age 65 Years or Over	13,602	20.4%	

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Willis, TX 77378				
Male Age Distribution (2024)				
Male Population		65,198	49.5%	
Age Under 5 Years		3,785	5.8%	
Age 5 to 9 Years		4,498	6.9%	
Age 10 to 14 Years		4,687	7.2%	
Age 15 to 19 Years		4,359	6.7%	
Age 20 to 24 Years		3,668	5.6%	
Age 25 to 29 Years		3,598	5.5%	
Age 30 to 34 Years		3,838	5.9%	
Age 35 to 39 Years		4,064	6.2%	
Age 40 to 44 Years		4,015	6.2%	
Age 45 to 49 Years		3,804	5.8%	
Age 50 to 54 Years		4,115	6.3%	
Age 55 to 59 Years		4,056	6.2%	
Age 60 to 64 Years		4,389	6.7%	
Age 65 to 69 Years		4,106	6.3%	
Age 70 to 74 Years		3,457	5.3%	
Age 75 to 79 Years		2,573	3.9%	
Age 80 to 84 Years		1,359	2.1%	
Age 85 Years or Over		826	1.3%	
Male Median Age		40.0		
Age 19 Years or Less		17,329	26.6%	
Age 20 to 64 Years		35,548	54.5%	
Age 65 Years or Over		12,321	18.9%	
Males per 100 Females (2024)				
Overall Comparison		98		
Age Under 5 Years		103	50.8%	
Age 5 to 9 Years		105	51.3%	
Age 10 to 14 Years		105	51.1%	
Age 15 to 19 Years		107	51.6%	
Age 20 to 24 Years		103	50.7%	
Age 25 to 29 Years		96	49.1%	
Age 30 to 34 Years		95	48.7%	
Age 35 to 39 Years		100	50.0%	
Age 40 to 44 Years		98	49.5%	
Age 45 to 49 Years		99	49.7%	
Age 50 to 54 Years		99	49.6%	
Age 55 to 59 Years		93	48.3%	
Age 60 to 64 Years		94	48.6%	
Age 65 to 69 Years		92	48.0%	
Age 70 to 74 Years		91	47.6%	
Age 75 to 79 Years		93	48.3%	
Age 80 to 84 Years		87	46.6%	
Age 85 Years or Over		80	44.3%	
Age 19 Years or Less		105	51.2%	
Age 20 to 39 Years		98	49.6%	
Age 40 to 64 Years		97	49.1%	
Age 65 Years or Over		91	47.5%	

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The Market at Willis Shopping Center		Trade Area	
Willis, TX 77378			
Household Type (2024)			
Total Households	50,184		
Households with Children	15,445	30.8%	
Average Household Size	2.6		
Household Density per Square Mile	159		
Population Family	108,728	82.5%	
Population Non-Family	22,326	16.9%	
Population Group Quarters	752	0.6%	
Family Households	32,992	65.7%	
Married Couple Households	25,076	76.0%	
Other Family Households with Children	7,916	24.0%	
Family Households with Children	15,427	46.8%	
Married Couple with Children	11,191	72.5%	
Other Family Households with Children	4,236	27.5%	
Family Households No Children	17,565	53.2%	
Married Couple No Children	13,885	79.0%	
Other Family Households No Children	3,681	21.0%	
Non-Family Households	17,192	34.3%	
Non-Family Households with Children	18	0.1%	
Non-Family Households No Children	17,173	99.9%	
Average Family Household Size	3.3		
Average Family Income	\$166,906		
Median Family Income	\$108,434		
Average Non-Family Household Size	1.3		
Marital Status (2024)			
Population Age 15 Years or Over	106,435		
Never Married	26,764	25.1%	
Currently Married	62,280	58.5%	
Previously Married	17,391	16.3%	
Separated	3,162	18.2%	
Widowed	4,509	25.9%	
Divorced	9,720	55.9%	
Educational Attainment (2024)			
Adult Population Age 25 Years or Over	90,757		
Elementary (Grade Level 0 to 8)	3,355	3.7%	
Some High School (Grade Level 9 to 11)	5,468	6.0%	
High School Graduate	25,464	28.1%	
Some College	20,118	22.2%	
Associate Degree Only	8,004	8.8%	
Bachelor Degree Only	19,122	21.1%	
Graduate Degree	9,227	10.2%	
Any College (Some College or Higher)	56,471	62.2%	
College Degree + (Bachelor Degree or Higher)	28,349	31.2%	

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The Market at Willis Shopping Center		Trade Area	
Willis, TX 77378			
Housing			
Total Housing Units (2024)	56,032		
Total Housing Units (2020)	45,732		
Historical Annual Growth (2020-2024)	10,301	-	
Housing Units Occupied (2024)	50,184	89.6%	
Housing Units Owner-Occupied	38,058	75.8%	
Housing Units Renter-Occupied	12,126	24.2%	
Housing Units Vacant (2024)	5,848	10.4%	
Household Size (2024)			
Total Households	50,184		
1 Person Households	15,062	30.0%	
2 Person Households	18,049	36.0%	
3 Person Households	6,835	13.6%	
4 Person Households	5,628	11.2%	
5 Person Households	2,794	5.6%	
6 Person Households	1,164	2.3%	
7 or More Person Households	652	1.3%	
Household Income Distribution (2024)			
HH Income \$200,000 or More	7,684	15.3%	
HH Income \$150,000 to \$199,999	4,961	9.9%	
HH Income \$125,000 to \$149,999	4,226	8.4%	
HH Income \$100,000 to \$124,999	4,867	9.7%	
HH Income \$75,000 to \$99,999	6,048	12.1%	
HH Income \$50,000 to \$74,999	8,031	16.0%	
HH Income \$35,000 to \$49,999	4,486	8.9%	
HH Income \$25,000 to \$34,999	3,059	6.1%	
HH Income \$15,000 to \$24,999	3,017	6.0%	
HH Income \$10,000 to \$14,999	1,329	2.6%	
HH Income Under \$10,000	2,477	4.9%	
Household Vehicles (2024)			
Households 0 Vehicles Available	2,175	4.3%	
Households 1 Vehicle Available	13,521	26.9%	
Households 2 Vehicles Available	21,727	43.3%	
Households 3 or More Vehicles Available	12,762	25.4%	
Total Vehicles Available	100,994		
Average Vehicles per Household	2.0		
Owner-Occupied Household Vehicles	81,985	81.2%	
Average Vehicles per Owner-Occupied Household	2.2		
Renter-Occupied Household Vehicles	19,010	18.8%	
Average Vehicles per Renter-Occupied Household	1.6		
Travel Time (2024)			
Worker Base Age 16 years or Over	63,909		
Travel to Work in 14 Minutes or Less	9,060	14.2%	
Travel to Work in 15 to 29 Minutes	18,045	28.2%	
Travel to Work in 30 to 59 Minutes	17,096	26.8%	
Travel to Work in 60 Minutes or More	8,110	12.7%	
Work at Home	11,598	18.1%	
Average Minutes Travel to Work	27.7		

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Willis, TX 77378			
Transportation To Work (2024)			
Worker Base Age 16 years or Over	63,909		
Drive to Work Alone	44,017	68.9%	
Drive to Work in Carpool	5,897	9.2%	
Travel to Work by Public Transportation	163	0.3%	
Drive to Work on Motorcycle	172	0.3%	
Bicycle to Work	20	-	
Walk to Work	643	1.0%	
Other Means	1,398	2.2%	
Work at Home	11,598	18.1%	
Daytime Demographics (2024)			
Total Businesses	4,048		
Total Employees	29,176		
Company Headquarter Businesses	91	2.2%	
Company Headquarter Employees	3,208	11.0%	
Employee Population per Business	7.2	to 1	
Residential Population per Business	32.6	to 1	
Adj. Daytime Demographics Age 16 Years or Over	68,911		
Labor Force			
Labor Population Age 16 Years or Over (2024)	104,540		
Labor Force Total Males (2024)	51,211	49.0%	
Male Civilian Employed	35,816	69.9%	
Male Civilian Unemployed	1,127	2.2%	
Males in Armed Forces	82	0.2%	
Males Not in Labor Force	14,186	27.7%	
Labor Force Total Females (2024)	53,329	51.0%	
Female Civilian Employed	28,907	54.2%	
Female Civilian Unemployed	1,424	2.7%	
Females in Armed Forces	-	-	
Females Not in Labor Force	22,998	43.1%	
Unemployment Rate	2,551	2.4%	
Occupation (2024)			
Occupation Population Age 16 Years or Over	63,909		
Occupation Total Males	35,401	55.4%	
Occupation Total Females	28,507	44.6%	
Management, Business, Financial Operations	12,586	19.7%	
Professional, Related	13,374	20.9%	
Service	8,659	13.5%	
Sales, Office	14,821	23.2%	
Farming, Fishing, Forestry	33	-	
Construction, Extraction, Maintenance	7,807	12.2%	
Production, Transport, Material Moving	6,629	10.4%	
White Collar Workers	40,781	63.8%	
Blue Collar Workers	23,128	36.2%	

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The Market at Willis Shopping Center		Trade Area	
Willis, TX 77378			
Units In Structure (2024)			
Total Units	50,184		
1 Detached Unit	37,065	73.9%	
1 Attached Unit	1,075	2.1%	
2 Units	292	0.6%	
3 to 4 Units	626	1.2%	
5 to 9 Units	1,013	2.0%	
10 to 19 Units	1,758	3.5%	
20 to 49 Units	1,379	2.7%	
50 or More Units	1,721	3.4%	
Mobile Home or Trailer	5,009	10.0%	
Other Structure	245	0.5%	
Homes Built By Year (2024)			
Homes Built 2020 or later	3,836	6.8%	
Homes Built 2010 to 2019	12,704	22.7%	
Homes Built 2000 to 2009	13,055	23.3%	
Homes Built 1990 to 1999	7,714	13.8%	
Homes Built 1980 to 1989	5,773	10.3%	
Homes Built 1970 to 1979	4,916	8.8%	
Homes Built 1960 to 1969	1,107	2.0%	
Homes Built 1950 to 1959	679	1.2%	
Homes Built 1940 to 1949	163	0.3%	
Homes Built Before 1939	237	0.4%	
Median Age of Homes	25.0	yrs	
Home Values (2024)			
Owner Specified Housing Units	38,058		
Home Values \$1,000,000 or More	1,593	4.2%	
Home Values \$750,000 to \$999,999	2,289	6.0%	
Home Values \$500,000 to \$749,999	5,179	13.6%	
Home Values \$400,000 to \$499,999	4,899	12.9%	
Home Values \$300,000 to \$399,999	7,440	19.5%	
Home Values \$250,000 to \$299,999	4,187	11.0%	
Home Values \$200,000 to \$249,999	4,055	10.7%	
Home Values \$175,000 to \$199,999	1,549	4.1%	
Home Values \$150,000 to \$174,999	1,658	4.4%	
Home Values \$125,000 to \$149,999	1,056	2.8%	
Home Values \$100,000 to \$124,999	1,118	2.9%	
Home Values \$90,000 to \$99,999	147	0.4%	
Home Values \$80,000 to \$89,999	259	0.7%	
Home Values \$70,000 to \$79,999	317	0.8%	
Home Values \$60,000 to \$69,999	271	0.7%	
Home Values \$50,000 to \$59,999	574	1.5%	
Home Values \$35,000 to \$49,999	287	0.8%	
Home Values \$25,000 to \$34,999	253	0.7%	
Home Values \$10,000 to \$24,999	572	1.5%	
Home Values Under \$10,000	352	0.9%	
Owner-Occupied Median Home Value	\$337,375		
Renter-Occupied Median Rent	\$1,217		



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The Market at Willis Shopping Center		Trade Area	
Willis, TX 77378			
Total Annual Consumer Expenditure (2024)			
Total Household Expenditure		\$3.89 B	
Total Non-Retail Expenditure		\$2.06 B	
Total Retail Expenditure		\$1.83 B	
Apparel		\$138.37 M	
Contributions		\$134.68 M	
Education		\$127.28 M	
Entertainment		\$224.41 M	
Food and Beverages		\$564.99 M	
Furnishings and Equipment		\$138.97 M	
Gifts		\$102.43 M	
Health Care		\$322.91 M	
Household Operations		\$155.63 M	
Miscellaneous Expenses		\$74.23 M	
Personal Care		\$52.16 M	
Personal Insurance		\$28.9 M	
Reading		\$8.61 M	
Shelter		\$817.17 M	
Tobacco		\$21.26 M	
Transportation		\$702.9 M	
Utilities		\$275.81 M	
Monthly Household Consumer Expenditure (2024)			
Total Household Expenditure		\$6,461	
Total Non-Retail Expenditure		\$3,425	53.0%
Total Retail Expenditures		\$3,035	47.0%
Apparel		\$230	3.6%
Contributions		\$224	3.5%
Education		\$211	3.3%
Entertainment		\$373	5.8%
Food and Beverages		\$938	14.5%
Furnishings and Equipment		\$231	3.6%
Gifts		\$170	2.6%
Health Care		\$536	8.3%
Household Operations		\$258	4.0%
Miscellaneous Expenses		\$123	1.9%
Personal Care		\$87	1.3%
Personal Insurance		\$48	0.7%
Reading		\$14	0.2%
Shelter		\$1,357	21.0%
Tobacco		\$35	0.5%
Transportation		\$1,167	18.1%
Utilities		\$458	7.1%