

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 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 (2025)	142,778	
Projected Population (2030)	175,531	
Census Population (2020)	106,478	
Census Population (2010)	81,656	
Projected Annual Growth (2025-2030)	32,752	4.6%
Historical Annual Growth (2020-2025)	36,300	6.8%
Historical Annual Growth (2010-2020)	24,822	3.0%
Estimated Population Density (2025)	451	psm
Trade Area Size	316.6	sq mi
Households		
Estimated Households (2025)	53,551	
Projected Households (2030)	67,501	
Census Households (2020)	39,991	
Census Households (2010)	30,679	
Projected Annual Growth (2025-2030)	13,950	5.2%
Historical Annual Change (2010-2025)	22,872	5.0%
Average Household Income		
Estimated Average Household Income (2025)	\$128,183	
Projected Average Household Income (2030)	\$126,773	
Census Average Household Income (2010)	\$79,350	
Census Average Household Income (2000)	\$68,903	
Projected Annual Change (2025-2030)	-\$1,410	-0.2%
Historical Annual Change (2000-2025)	\$59,280	3.4%
Median Household Income		
Estimated Median Household Income (2025)	\$95,308	
Projected Median Household Income (2030)	\$94,713	
Census Median Household Income (2010)	\$62,934	
Census Median Household Income (2000)	\$52,127	
Projected Annual Change (2025-2030)	-\$595	-0.1%
Historical Annual Change (2000-2025)	\$43,181	3.3%
Per Capita Income		
Estimated Per Capita Income (2025)	\$48,089	
Projected Per Capita Income (2030)	\$48,761	
Census Per Capita Income (2010)	\$29,827	
Census Per Capita Income (2000)	\$26,002	
Projected Annual Change (2025-2030)	\$672	0.3%
Historical Annual Change (2000-2025)	\$22,086	3.4%
Estimated Average Household Net Worth (2025)	\$1.41 M	

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Willis, TX 77378			
Race and Ethnicity			
Total Population (2025)	142,778		
White (2025)	102,487	71.8%	
Black or African American (2025)	9,797	6.9%	
American Indian or Alaska Native (2025)	1,014	0.7%	
Asian (2025)	2,915	2.0%	
Hawaiian or Pacific Islander (2025)	157	0.1%	
Other Race (2025)	11,292	7.9%	
Two or More Races (2025)	15,117	10.6%	
Population < 18 (2025)	34,167	23.9%	
White Not Hispanic	18,507	54.2%	
Black or African American	2,788	8.2%	
Asian	595	1.7%	
Other Race Not Hispanic	1,222	3.6%	
Hispanic	11,054	32.4%	
Not Hispanic or Latino Population (2025)	108,080	75.7%	
Not Hispanic White	92,487	85.6%	
Not Hispanic Black or African American	9,497	8.8%	
Not Hispanic American Indian or Alaska Native	231	0.2%	
Not Hispanic Asian	2,807	2.6%	
Not Hispanic Hawaiian or Pacific Islander	80	-	
Not Hispanic Other Race	166	0.2%	
Not Hispanic Two or More Races	2,812	2.6%	
Hispanic or Latino Population (2025)	34,698	24.3%	
Hispanic White	10,000	28.8%	
Hispanic Black or African American	300	0.9%	
Hispanic American Indian or Alaska Native	783	2.3%	
Hispanic Asian	107	0.3%	
Hispanic Hawaiian or Pacific Islander	77	0.2%	
Hispanic Other Race	11,126	32.1%	
Hispanic Two or More Races	12,305	35.5%	
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 (2030)	129,573	73.8%	
Hispanic or Latino Population (2030)	45,957	26.2%	
Projected Annual Growth (2025-2030)	11,260	6.5%	
Historical Annual Growth (2010-2020)	8,776	6.4%	

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Willis, TX 77378			
Total Age Distribution (2025)			
Total Population	142,778		
Age Under 5 Years	8,353	5.9%	
Age 5 to 9 Years	9,668	6.8%	
Age 10 to 14 Years	10,090	7.1%	
Age 15 to 19 Years	9,278	6.5%	
Age 20 to 24 Years	7,925	5.6%	
Age 25 to 29 Years	8,103	5.7%	
Age 30 to 34 Years	8,626	6.0%	
Age 35 to 39 Years	8,820	6.2%	
Age 40 to 44 Years	8,874	6.2%	
Age 45 to 49 Years	8,249	5.8%	
Age 50 to 54 Years	8,977	6.3%	
Age 55 to 59 Years	9,063	6.3%	
Age 60 to 64 Years	9,541	6.7%	
Age 65 to 69 Years	9,072	6.4%	
Age 70 to 74 Years	7,546	5.3%	
Age 75 to 79 Years	5,504	3.9%	
Age 80 to 84 Years	3,099	2.2%	
Age 85 Years or Over	1,993	1.4%	
Median Age	40.1		
Age 19 Years or Less	37,388	26.2%	
Age 20 to 64 Years	78,177	54.8%	
Age 65 Years or Over	27,213	19.1%	
Female Age Distribution (2025)			
Female Population	72,063	50.5%	
Age Under 5 Years	4,090	5.7%	
Age 5 to 9 Years	4,715	6.5%	
Age 10 to 14 Years	4,913	6.8%	
Age 15 to 19 Years	4,476	6.2%	
Age 20 to 24 Years	3,924	5.4%	
Age 25 to 29 Years	4,124	5.7%	
Age 30 to 34 Years	4,435	6.2%	
Age 35 to 39 Years	4,376	6.1%	
Age 40 to 44 Years	4,495	6.2%	
Age 45 to 49 Years	4,155	5.8%	
Age 50 to 54 Years	4,546	6.3%	
Age 55 to 59 Years	4,649	6.5%	
Age 60 to 64 Years	4,893	6.8%	
Age 65 to 69 Years	4,693	6.5%	
Age 70 to 74 Years	3,970	5.5%	
Age 75 to 79 Years	2,821	3.9%	
Age 80 to 84 Years	1,676	2.3%	
Age 85 Years or Over	1,110	1.5%	
Female Median Age	40.8		
Age 19 Years or Less	18,195	25.2%	
Age 20 to 64 Years	39,597	54.9%	
Age 65 Years or Over	14,271	19.8%	

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The Market at Willis Shopping Center			Trade Area	
Willis, TX 77378				
Male Age Distribution (2025)				
Male Population		70,715	49.5%	
Age Under 5 Years		4,263	6.0%	
Age 5 to 9 Years		4,952	7.0%	
Age 10 to 14 Years		5,177	7.3%	
Age 15 to 19 Years		4,801	6.8%	
Age 20 to 24 Years		4,001	5.7%	
Age 25 to 29 Years		3,979	5.6%	
Age 30 to 34 Years		4,191	5.9%	
Age 35 to 39 Years		4,444	6.3%	
Age 40 to 44 Years		4,379	6.2%	
Age 45 to 49 Years		4,094	5.8%	
Age 50 to 54 Years		4,430	6.3%	
Age 55 to 59 Years		4,413	6.2%	
Age 60 to 64 Years		4,647	6.6%	
Age 65 to 69 Years		4,379	6.2%	
Age 70 to 74 Years		3,575	5.1%	
Age 75 to 79 Years		2,682	3.8%	
Age 80 to 84 Years		1,423	2.0%	
Age 85 Years or Over		883	1.2%	
Male Median Age		39.4		
Age 19 Years or Less		19,193	27.1%	
Age 20 to 64 Years		38,579	54.6%	
Age 65 Years or Over		12,942	18.3%	
Males per 100 Females (2025)				
Overall Comparison		98		
Age Under 5 Years		104	51.0%	
Age 5 to 9 Years		105	51.2%	
Age 10 to 14 Years		105	51.3%	
Age 15 to 19 Years		107	51.8%	
Age 20 to 24 Years		102	50.5%	
Age 25 to 29 Years		96	49.1%	
Age 30 to 34 Years		95	48.6%	
Age 35 to 39 Years		102	50.4%	
Age 40 to 44 Years		97	49.3%	
Age 45 to 49 Years		99	49.6%	
Age 50 to 54 Years		97	49.4%	
Age 55 to 59 Years		95	48.7%	
Age 60 to 64 Years		95	48.7%	
Age 65 to 69 Years		93	48.3%	
Age 70 to 74 Years		90	47.4%	
Age 75 to 79 Years		95	48.7%	
Age 80 to 84 Years		85	45.9%	
Age 85 Years or Over		80	44.3%	
Age 19 Years or Less		105	51.3%	
Age 20 to 39 Years		99	49.6%	
Age 40 to 64 Years		97	49.1%	
Age 65 Years or Over		91	47.6%	

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The Market at Willis Shopping Center		Trade Area	
Willis, TX 77378			
Household Type (2025)			
Total Households	53,551		
Households with Children	17,651	33.0%	
Average Household Size	2.7		
Household Density per Square Mile	169		
Population Family	120,207	84.2%	
Population Non-Family	21,802	15.3%	
Population Group Quarters	769	0.5%	
Family Households	37,416	69.9%	
Married Couple Households	28,961	77.4%	
Other Family Households with Children	8,455	22.6%	
Family Households with Children	17,630	47.1%	
Married Couple with Children	12,809	72.7%	
Other Family Households with Children	4,821	27.3%	
Family Households No Children	19,786	52.9%	
Married Couple No Children	16,151	81.6%	
Other Family Households No Children	3,634	18.4%	
Non-Family Households	16,134	30.1%	
Non-Family Households with Children	20	0.1%	
Non-Family Households No Children	16,114	99.9%	
Average Family Household Size	3.2		
Average Family Income	\$147,079		
Median Family Income	\$109,885		
Average Non-Family Household Size	1.4		
Marital Status (2025)			
Population Age 15 Years or Over	114,667		
Never Married	28,717	25.0%	
Currently Married	67,187	58.6%	
Previously Married	18,763	16.4%	
Separated	3,464	18.5%	
Widowed	4,937	26.3%	
Divorced	10,363	55.2%	
Educational Attainment (2025)			
Adult Population Age 25 Years or Over	97,465		
Elementary (Grade Level 0 to 8)	2,879	3.0%	
Some High School (Grade Level 9 to 11)	6,084	6.2%	
High School Graduate	26,038	26.7%	
Some College	21,197	21.7%	
Associate Degree Only	8,908	9.1%	
Bachelor Degree Only	21,192	21.7%	
Graduate Degree	11,167	11.5%	
Any College (Some College or Higher)	62,463	64.1%	
College Degree + (Bachelor Degree or Higher)	32,359	33.2%	

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The Market at Willis Shopping Center		Trade Area	
Willis, TX 77378			
Housing			
Total Housing Units (2025)	60,223		
Total Housing Units (2020)	45,732		
Historical Annual Growth (2020-2025)	14,492	-	
Housing Units Occupied (2025)	53,551	88.9%	
Housing Units Owner-Occupied	40,042	74.8%	
Housing Units Renter-Occupied	13,509	25.2%	
Housing Units Vacant (2025)	6,673	11.1%	
Household Size (2025)			
Total Households	53,551		
1 Person Households	13,042	24.4%	
2 Person Households	17,679	33.0%	
3 Person Households	8,294	15.5%	
4 Person Households	8,132	15.2%	
5 Person Households	3,994	7.5%	
6 Person Households	1,533	2.9%	
7 or More Person Households	877	1.6%	
Household Income Distribution (2025)			
HH Income \$200,000 or More	8,410	15.7%	
HH Income \$150,000 to \$199,999	5,156	9.6%	
HH Income \$125,000 to \$149,999	5,342	10.0%	
HH Income \$100,000 to \$124,999	5,934	11.1%	
HH Income \$75,000 to \$99,999	6,212	11.6%	
HH Income \$50,000 to \$74,999	8,101	15.1%	
HH Income \$35,000 to \$49,999	4,468	8.3%	
HH Income \$25,000 to \$34,999	3,220	6.0%	
HH Income \$15,000 to \$24,999	2,965	5.5%	
HH Income \$10,000 to \$14,999	1,092	2.0%	
HH Income Under \$10,000	2,651	5.0%	
Household Vehicles (2025)			
Households 0 Vehicles Available	1,594	3.0%	
Households 1 Vehicle Available	15,045	28.1%	
Households 2 Vehicles Available	23,467	43.8%	
Households 3 or More Vehicles Available	13,445	25.1%	
Total Vehicles Available	108,814		
Average Vehicles per Household	2.0		
Owner-Occupied Household Vehicles	88,005	80.9%	
Average Vehicles per Owner-Occupied Household	2.2		
Renter-Occupied Household Vehicles	20,809	19.1%	
Average Vehicles per Renter-Occupied Household	1.5		
Travel Time (2025)			
Worker Base Age 16 years or Over	78,998		
Travel to Work in 14 Minutes or Less	12,250	15.5%	
Travel to Work in 15 to 29 Minutes	20,143	25.5%	
Travel to Work in 30 to 59 Minutes	22,503	28.5%	
Travel to Work in 60 Minutes or More	10,894	13.8%	
Work at Home	13,208	16.7%	
Average Minutes Travel to Work	28.5		

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Transportation To Work (2025)			
Worker Base Age 16 years or Over	78,998		
Drive to Work Alone	55,414	70.1%	
Drive to Work in Carpool	7,701	9.7%	
Travel to Work by Public Transportation	340	0.4%	
Drive to Work on Motorcycle	39	-	
Bicycle to Work	110	0.1%	
Walk to Work	750	0.9%	
Other Means	1,436	1.8%	
Work at Home	13,208	16.7%	
Daytime Demographics (2025)			
Total Businesses	4,060		
Total Employees	28,794		
Company Headquarter Businesses	90	2.2%	
Company Headquarter Employees	3,257	11.3%	
Employee Population per Business	7.1	to 1	
Residential Population per Business	35.2	to 1	
Adj. Daytime Demographics Age 16 Years or Over	62,273		
Labor Force			
Labor Population Age 16 Years or Over (2025)	112,576		
Labor Force Total Males (2025)	55,205	49.0%	
Male Civilian Employed	42,463	76.9%	
Male Civilian Unemployed	1,450	2.6%	
Males in Armed Forces	97	0.2%	
Males Not in Labor Force	11,195	20.3%	
Labor Force Total Females (2025)	57,371	51.0%	
Female Civilian Employed	36,538	63.7%	
Female Civilian Unemployed	1,987	3.5%	
Females in Armed Forces	-	-	
Females Not in Labor Force	18,847	32.9%	
Unemployment Rate	3,437	3.1%	
Occupation (2025)			
Occupation Population Age 16 Years or Over	78,998		
Occupation Total Males	42,460	53.7%	
Occupation Total Females	36,538	46.3%	
Management, Business, Financial Operations	14,815	18.8%	
Professional, Related	17,241	21.8%	
Service	10,422	13.2%	
Sales, Office	18,050	22.8%	
Farming, Fishing, Forestry	278	0.4%	
Construction, Extraction, Maintenance	7,458	9.4%	
Production, Transport, Material Moving	10,732	13.6%	
White Collar Workers	50,107	63.4%	
Blue Collar Workers	28,891	36.6%	

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The Market at Willis Shopping Center		Trade Area	
Willis, TX 77378			
Units In Structure (2025)			
Total Units	53,551		
1 Detached Unit	38,422	71.7%	
1 Attached Unit	1,267	2.4%	
2 Units	294	0.5%	
3 to 4 Units	891	1.7%	
5 to 9 Units	1,104	2.1%	
10 to 19 Units	2,090	3.9%	
20 to 49 Units	1,384	2.6%	
50 or More Units	2,235	4.2%	
Mobile Home or Trailer	5,615	10.5%	
Other Structure	249	0.5%	
Homes Built By Year (2025)			
Homes Built 2020 or later	7,012	11.6%	
Homes Built 2010 to 2019	12,818	21.3%	
Homes Built 2000 to 2009	12,969	21.5%	
Homes Built 1990 to 1999	7,058	11.7%	
Homes Built 1980 to 1989	6,322	10.5%	
Homes Built 1970 to 1979	5,138	8.5%	
Homes Built 1960 to 1969	1,386	2.3%	
Homes Built 1950 to 1959	422	0.7%	
Homes Built 1940 to 1949	96	0.2%	
Homes Built Before 1939	331	0.5%	
Median Age of Homes	23.8	yrs	
Home Values (2025)			
Owner Specified Housing Units	40,042		
Home Values \$1,000,000 or More	1,920	4.8%	
Home Values \$750,000 to \$999,999	1,965	4.9%	
Home Values \$500,000 to \$749,999	6,703	16.7%	
Home Values \$400,000 to \$499,999	5,884	14.7%	
Home Values \$300,000 to \$399,999	7,916	19.8%	
Home Values \$250,000 to \$299,999	3,849	9.6%	
Home Values \$200,000 to \$249,999	3,980	9.9%	
Home Values \$175,000 to \$199,999	1,344	3.4%	
Home Values \$150,000 to \$174,999	1,328	3.3%	
Home Values \$125,000 to \$149,999	779	1.9%	
Home Values \$100,000 to \$124,999	1,103	2.8%	
Home Values \$90,000 to \$99,999	123	0.3%	
Home Values \$80,000 to \$89,999	326	0.8%	
Home Values \$70,000 to \$79,999	266	0.7%	
Home Values \$60,000 to \$69,999	435	1.1%	
Home Values \$50,000 to \$59,999	335	0.8%	
Home Values \$35,000 to \$49,999	304	0.8%	
Home Values \$25,000 to \$34,999	254	0.6%	
Home Values \$10,000 to \$24,999	891	2.2%	
Home Values Under \$10,000	337	0.8%	
Owner-Occupied Median Home Value	\$357,774		
Renter-Occupied Median Rent	\$1,296		

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The Market at Willis Shopping Center		Trade Area	
Willis, TX 77378			
Total Annual Consumer Expenditure (2025)			
Total Household Expenditure		\$6.07 B	
Total Non-Retail Expenditure		\$3.01 B	
Total Retail Expenditure		\$3.06 B	
Alcoholic Beverages		\$37.55 M	
Apparel		\$112.81 M	
Contributions		\$197.84 M	
Education		\$140.39 M	
Entertainment		\$348.9 M	
Food Away From Home		\$268.64 M	
Grocery		\$389.77 M	
Health Care		\$367.94 M	
Household Furnishings and Equipment		\$162.67 M	
Household Operations		\$113.99 M	
Miscellaneous Expenses		\$104.25 M	
Personal Care		\$77.05 M	
Shelter		\$941.58 M	
Tax and Retirement		\$1.53 B	
Tobacco and Related		\$28.32 M	
Transportation		\$978.65 M	
Utilities		\$277.24 M	
Monthly Household Consumer Expenditure (2025)			
Total Household Expenditure		\$9,451	
Total Non-Retail Expenditure		\$4,690	49.6%
Total Retail Expenditures		\$4,761	50.4%
Alcoholic Beverages		\$58	0.6%
Apparel		\$176	1.9%
Contributions		\$308	3.3%
Education		\$218	2.3%
Entertainment		\$543	5.7%
Food Away From Home		\$418	4.4%
Grocery		\$607	6.4%
Health Care		\$573	6.1%
Household Furnishings and Equipment		\$253	2.7%
Household Operations		\$177	1.9%
Miscellaneous Expenses		\$162	1.7%
Personal Care		\$120	1.3%
Shelter		\$1,465	15.5%
Tax and Retirement		\$2,374	-
Tobacco and Related		\$44	0.5%
Transportation		\$1,523	16.1%
Utilities		\$431	4.6%