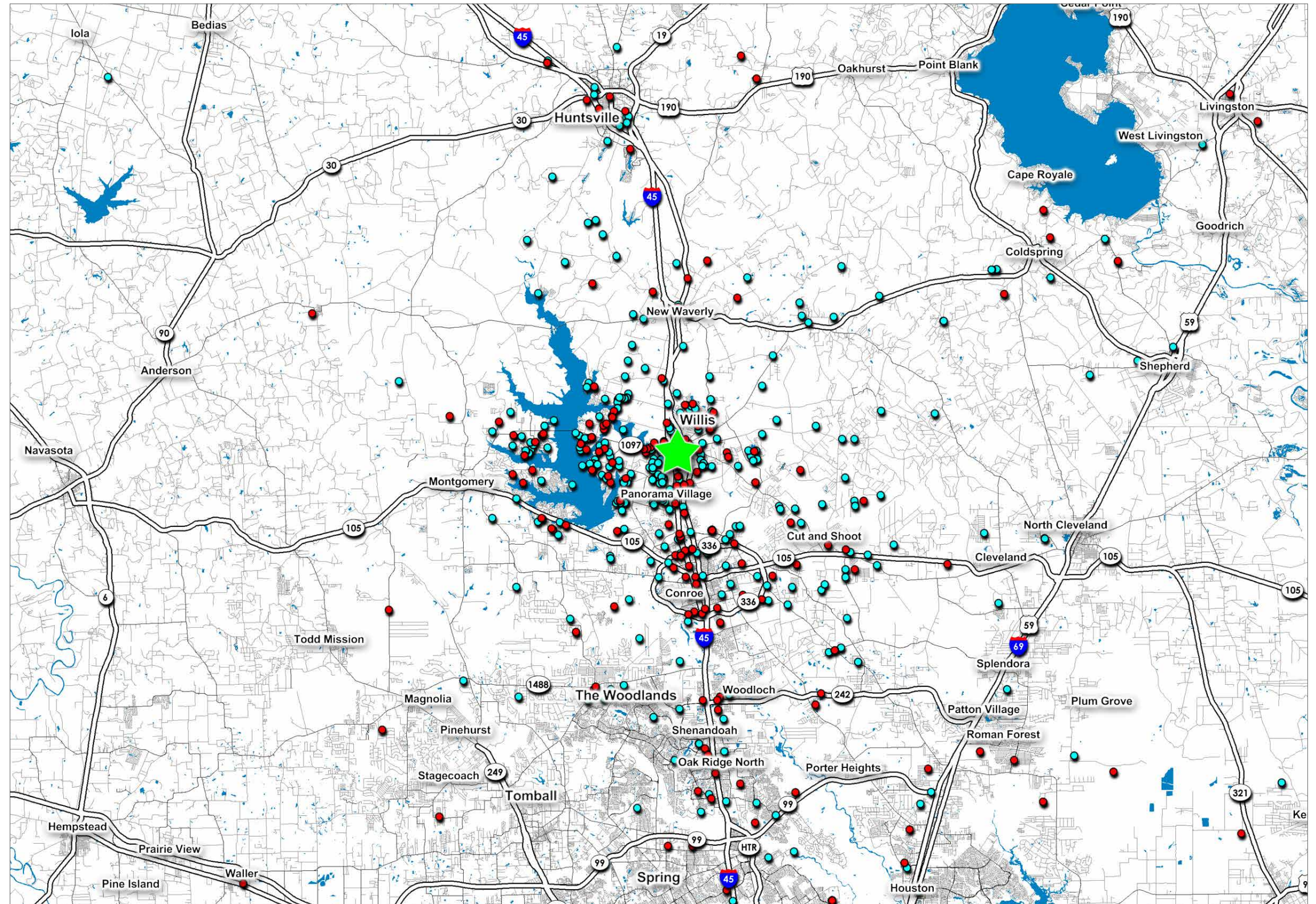


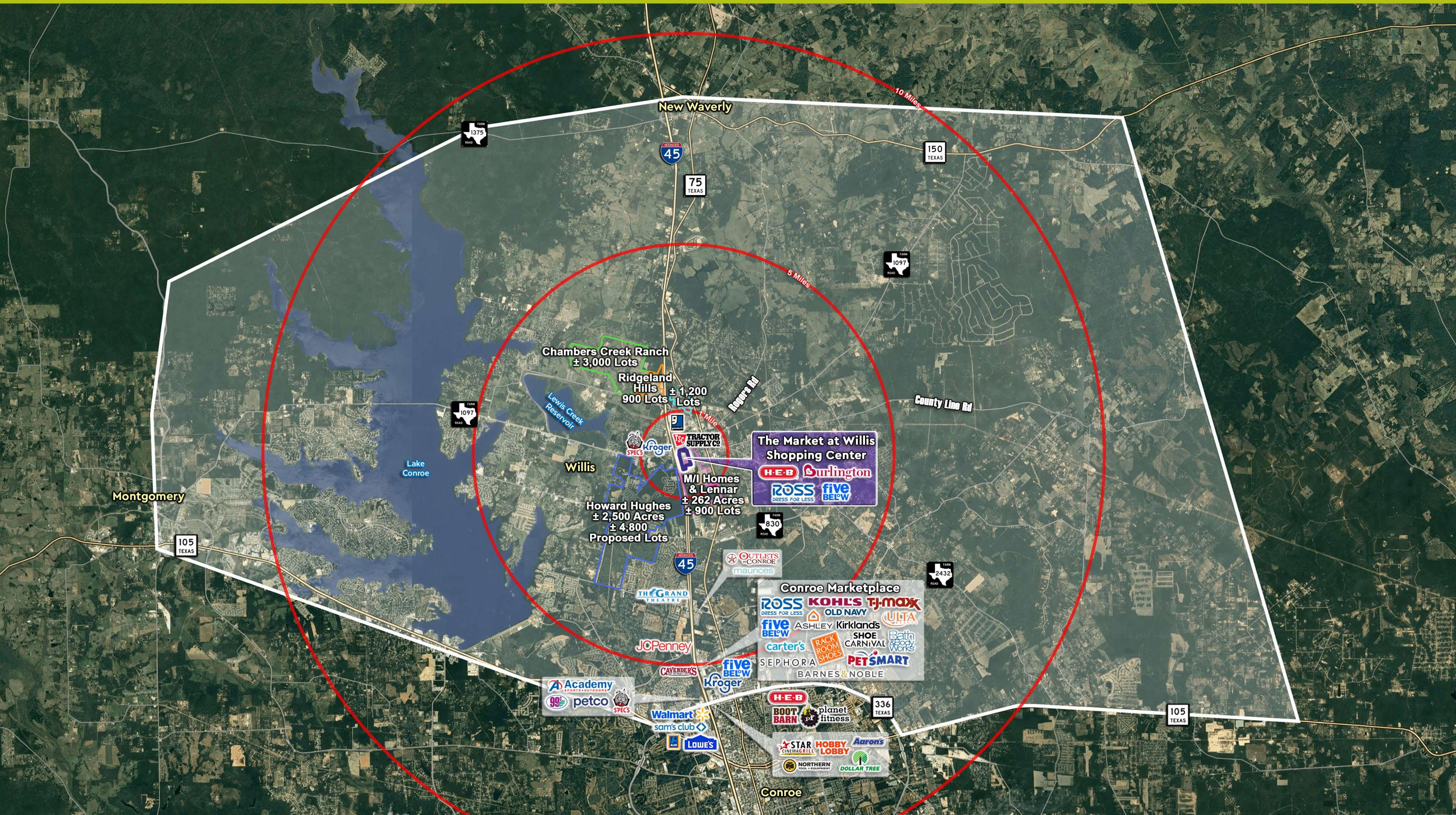
Customer samples are derived from cellular location metadata that is sourced from various “apps” on a users mobile device (phone, tablet, etc). Due the the nature of this information, once enough location data points e available for each device, a high-confidence methodology is employed to derive the locations where each device spends the majority of it's time. This could be a residence or, for overnight workers, a business. These high confidence locations are called “common evening locations” and “common daytime locations” and are NOT available for all devices.

# Unique Visits: 3 or more

Total Samples: 406

Total Samples: 275





## 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  |       |            |

## 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                              |         |       |            |
| 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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## 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                     |         |            |  |
| 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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## 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                     |  |        |            |  |
| 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%      |  |

## 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                             |           |            |  |
| 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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## 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                               |         |            |  |
| 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    |            |  |

## 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                               |         |            |  |
| 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%      |  |

## 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                     |           |            |  |
| 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   |            |  |

## 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                              |  |            |       |
| 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%  |