



COMMUNITY DEMOGRAPHIC PROFILE

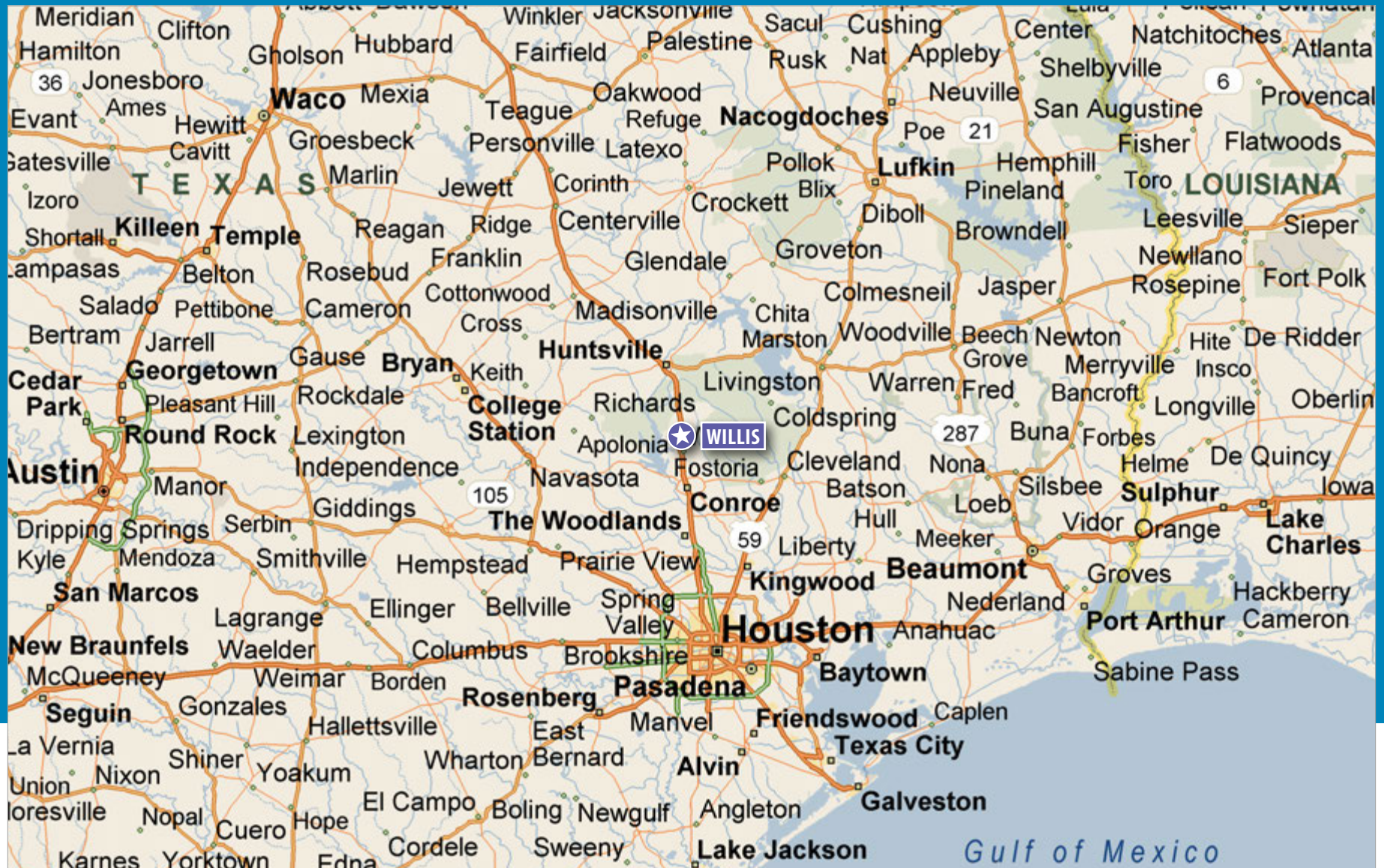
Willis, Texas

Prepared for
Willis Economic Development Corporation
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Location Map

Willis, Texas



Contact Information

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Community Demographics

Willis, Texas

DESCRIPTION	DATA	%
Population		
2020 Projection	6,779	
2015 Estimate	6,176	
2010 Census	5,662	
2000 Census	3,906	
Growth 2015-2020	9.76%	
Growth 2010-2015	9.08%	
Growth 2000-2010	44.96%	
2015 Est. Population by Single-Classification Race	6,176	
White Alone	3,800	61.53
Black or African American Alone	800	12.95
Amer. Indian and Alaska Native Alone	61	0.99
Asian Alone	22	0.36
Native Hawaiian and Other Pac. Isl. Alone	4	0.06
Some Other Race Alone	1,295	20.97
Two or More Races	194	3.14
2015 Est. Population by Hispanic or Latino Origin	6,176	
Not Hispanic or Latino	3,794	61.43
Hispanic or Latino:	2,382	38.57
Mexican	2,082	87.41
Puerto Rican	24	1.01
Cuban	8	0.34
All Other Hispanic or Latino	268	11.25

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	2,382	
White Alone	917	38.50
Black or African American Alone	14	0.59
American Indian and Alaska Native Alone	43	1.81
Asian Alone	0	0.00
Native Hawaiian and Other Pacific Islander Alone	1	0.04
Some Other Race Alone	1,292	54.24
Two or More Races	115	4.83
2015 Est. Pop by Race, Asian Alone, by Category	22	
Chinese, except Taiwanese	2	9.09
Filipino	7	31.82
Japanese	0	0.00
Asian Indian	2	9.09
Korean	4	18.18
Vietnamese	2	9.09
Cambodian	1	4.55
Hmong	0	0.00
Laotian	0	0.00
Thai	1	4.55
All Other Asian Races Including 2+ Category	3	13.64
2015 Est. Population by Ancestry	6,176	
Arab	2	0.03
Czech	27	0.44
Danish	4	0.06
Dutch	6	0.10
English	359	5.81
French (except Basque)	129	2.09
French Canadian	22	0.36
German	565	9.15
Greek	0	0.00

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DESCRIPTION	DATA	%
Hungarian	13	0.21
Irish	350	5.67
Italian	104	1.68
Lithuanian	0	0.00
United States or American	582	9.42
Norwegian	3	0.05
Polish	107	1.73
Portuguese	0	0.00
Russian	15	0.24
Scottish	49	0.79
Scotch-Irish	36	0.58
Slovak	7	0.11
Subsaharan African	0	0.00
Swedish	19	0.31
Swiss	0	0.00
Ukrainian	3	0.05
Welsh	2	0.03
West Indian (except Hisp. groups)	19	0.31
Other ancestries	2,999	48.56
Ancestry Unclassified	754	12.21
2015 Est. Pop Age 5+ by Language Spoken at Home	5,642	
Speak Only English at Home	4,333	76.80
Speak Asian/Pac. Isl. Lang. at Home	14	0.25
Speak IndoEuropean Language at Home	18	0.32
Speak Spanish at Home	1,277	22.63
Speak Other Language at Home	0	0.00
2015 Est. Population by Sex	6,176	
Male	3,040	49.22
Female	3,136	50.78

DESCRIPTION	DATA	%
2015 Est. Population by Age	6,176	
Age 0 - 4	534	8.65
Age 5 - 9	541	8.76
Age 10 - 14	509	8.24
Age 15 - 17	302	4.89
Age 18 - 20	273	4.42
Age 21 - 24	351	5.68
Age 25 - 34	887	14.36
Age 35 - 44	796	12.89
Age 45 - 54	743	12.03
Age 55 - 64	610	9.88
Age 65 - 74	380	6.15
Age 75 - 84	188	3.04
Age 85 and over	62	1.00
Age 16 and over	4,493	72.75
Age 18 and over	4,290	69.46
Age 21 and over	4,017	65.04
Age 65 and over	630	10.20
2015 Est. Median Age	31.5	
2015 Est. Average Age	33.8	

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DESCRIPTION	DATA	%
2015 Est. Male Population by Age	3,040	
Age 0 - 4	274	9.01
Age 5 - 9	288	9.47
Age 10 - 14	256	8.42
Age 15 - 17	159	5.23
Age 18 - 20	148	4.87
Age 21 - 24	186	6.12
Age 25 - 34	439	14.44
Age 35 - 44	378	12.43
Age 45 - 54	357	11.74
Age 55 - 64	270	8.88
Age 65 - 74	186	6.12
Age 75 - 84	82	2.70
Age 85 and over	17	0.56
2015 Est. Median Age, Male	29.8	
2015 Est. Average Age, Male	32.6	
2015 Est. Female Population by Age	3,136	
Age 0 - 4	260	8.29
Age 5 - 9	253	8.07
Age 10 - 14	253	8.07
Age 15 - 17	143	4.56
Age 18 - 20	125	3.99
Age 21 - 24	165	5.26
Age 25 - 34	448	14.29
Age 35 - 44	418	13.33
Age 45 - 54	386	12.31
Age 55 - 64	340	10.84
Age 65 - 74	194	6.19
Age 75 - 84	106	3.38
Age 85 and over	45	1.43

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	33.2	
2015 Est. Average Age, Female	35.0	
2015 Est. Pop Age 15+ by Marital Status	4,592	
Total, Never Married	1,247	27.16
Males, Never Married	631	13.74
Females, Never Married	616	13.41
Married, Spouse present	1,991	43.36
Married, Spouse absent	316	6.88
Widowed	342	7.45
Males Widowed	91	1.98
Females Widowed	251	5.47
Divorced	696	15.16
Males Divorced	356	7.75
Females Divorced	340	7.40
2015 Est. Pop Age 25+ by Edu. Attainment	3,666	
Less than 9th grade	534	14.57
Some High School, no diploma	572	15.60
High School Graduate (or GED)	1,107	30.20
Some College, no degree	787	21.47
Associate Degree	168	4.58
Bachelor's Degree	393	10.72
Master's Degree	81	2.21
Professional School Degree	16	0.44
Doctorate Degree	8	0.22
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	1,105	
No High School Diploma	742	67.15
High School Graduate	155	14.03
Some College or Associate's Degree	126	11.40
Bachelor's Degree or Higher	82	7.42

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DESCRIPTION	DATA	%
Households		
2020 Projection	2,246	
2015 Estimate	2,036	
2010 Census	1,841	
2000 Census	1,295	
Growth 2015-2020	10.31%	
Growth 2010-2015	10.59%	
Growth 2000-2010	42.16%	
2015 Est. Households by Household Type	2,036	
Family Households	1,525	74.90
Nonfamily Households	511	25.10
2015 Est. Group Quarters Population	67	
2015 HHs by Ethnicity, Hispanic/Latino	557	27.36
2015 Est. Households by HH Income	2,036	
Income < \$15,000	264	12.97
Income \$15,000 - \$24,999	313	15.37
Income \$25,000 - \$34,999	243	11.94
Income \$35,000 - \$49,999	331	16.26
Income \$50,000 - \$74,999	380	18.66
Income \$75,000 - \$99,999	192	9.43
Income \$100,000 - \$124,999	122	5.99
Income \$125,000 - \$149,999	72	3.54
Income \$150,000 - \$199,999	71	3.49
Income \$200,000 - \$249,999	20	0.98
Income \$250,000 - \$499,999	22	1.08
Income \$500,000+	6	0.29

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$59,035	
2015 Est. Median Household Income	\$43,973	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	49,041	
Black or African American Alone	25,682	
American Indian and Alaska Native Alone	36,875	
Asian Alone	104,167	
Native Hawaiian and Other Pacific Islander Alone	42,500	
Some Other Race Alone	27,273	
Two or More Races	25,000	
Hispanic or Latino	32,734	
Not Hispanic or Latino	50,971	
2015 Est. Family HH Type by Presence of Own Child.	1,525	
Married-Couple Family, own children	521	34.16
Married-Couple Family, no own children	447	29.31
Male Householder, own children	68	4.46
Male Householder, no own children	82	5.38
Female Householder, own children	232	15.21
Female Householder, no own children	175	11.48
2015 Est. Households by Household Size	2,036	
1-person	415	20.38
2-person	564	27.70
3-person	356	17.49
4-person	330	16.21
5-person	197	9.68
6-person	97	4.76
7-or-more-person	77	3.78

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DESCRIPTION	DATA	%
2015 Est. Average Household Size	3.00	
2015 Est. Households by Presence of People Under 18	2,036	
Households with 1 or More People under Age 18:	965	47.40
Married-Couple Family	572	59.27
Other Family, Male Householder	89	9.22
Other Family, Female Householder	291	30.16
Nonfamily, Male Householder	9	0.93
Nonfamily, Female Householder	4	0.41
Households with No People under Age 18:	1,071	52.60
Married-Couple Family	396	36.97
Other Family, Male Householder	62	5.79
Other Family, Female Householder	114	10.64
Nonfamily, Male Householder	223	20.82
Nonfamily, Female Householder	276	25.77
2015 Est. Households by Number of Vehicles	2,036	
No Vehicles	146	7.17
1 Vehicle	645	31.68
2 Vehicles	855	41.99
3 Vehicles	300	14.73
4 Vehicles	72	3.54
5 or more Vehicles	18	0.88
2015 Est. Average Number of Vehicles	1.8	

DESCRIPTION	DATA	%
Family Households		
2020 Projection	1,682	
2015 Estimate	1,525	
2010 Census	1,380	
2000 Census	987	
Growth 2015-2020	10.30%	
Growth 2010-2015	10.51%	
Growth 2000-2010	39.82%	
2015 Est. Families by Poverty Status	1,525	
2015 Families at or Above Poverty	1,286	84.33
2015 Families at or Above Poverty with Children	641	42.03
2015 Families Below Poverty	239	15.67
2015 Families Below Poverty with Children	198	12.98
2015 Est. Pop Age 16+ by Employment Status	4,493	
In Armed Forces	0	0.00
Civilian - Employed	2,459	54.73
Civilian - Unemployed	267	5.94
Not in Labor Force	1,767	39.33
2015 Est. Civ. Employed Pop 16+ by Class of Worker	2,579	
For-Profit Private Workers	1,814	70.34
Non-Profit Private Workers	51	1.98
Local Government Workers	269	10.43
State Government Workers	176	6.82
Federal Government Workers	25	0.97
Self-Employed Workers	243	9.42
Unpaid Family Workers	1	0.04

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DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	2,579	
Architect/Engineer	47	1.82
Arts/Entertainment/Sports	26	1.01
Building Grounds Maintenance	237	9.19
Business/Financial Operations	64	2.48
Community/Social Services	65	2.52
Computer/Mathematical	26	1.01
Construction/Extraction	170	6.59
Education/Training/Library	106	4.11
Farming/Fishing/Forestry	26	1.01
Food Prep/Serving	215	8.34
Health Practitioner/Technician	91	3.53
Healthcare Support	47	1.82
Maintenance Repair	183	7.10
Legal	14	0.54
Life/Physical/Social Science	14	0.54
Management	149	5.78
Office/Admin. Support	218	8.45
Production	262	10.16
Protective Services	140	5.43
Sales/Related	264	10.24
Personal Care/Service	62	2.40
Transportation/Moving	153	5.93
2015 Est. Pop 16+ by Occupation Classification	2,579	
Blue Collar	768	29.78
White Collar	1,084	42.03
Service and Farm	727	28.19

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	2,515	
Drove Alone	1,957	77.81
Car Pooled	472	18.77
Public Transportation	0	0.00
Walked	44	1.75
Bicycle	2	0.08
Other Means	2	0.08
Worked at Home	38	1.51
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	697	
15 - 29 Minutes	968	
30 - 44 Minutes	373	
45 - 59 Minutes	191	
60 or more Minutes	241	
2015 Est. Avg. Travel Time to Work in Minutes	27.87	
2015 Est. Occupied Housing Units by Tenure	2,036	
Owner Occupied	1,273	62.52
Renter Occupied	763	37.48
2015 Owner Occ. HUs: Avg. Length of Residence	12.6	
2015 Renter Occ. HUs: Avg. Length of Residence	6.8	

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DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	1,273	
Value Less than \$20,000	91	7.15
Value \$20,000 - \$39,999	213	16.73
Value \$40,000 - \$59,999	58	4.56
Value \$60,000 - \$79,999	127	9.98
Value \$80,000 - \$99,999	150	11.78
Value \$100,000 - \$149,999	224	17.60
Value \$150,000 - \$199,999	138	10.84
Value \$200,000 - \$299,999	83	6.52
Value \$300,000 - \$399,999	79	6.21
Value \$400,000 - \$499,999	42	3.30
Value \$500,000 - \$749,999	22	1.73
Value \$750,000 - \$999,999	6	0.47
Value \$1,000,000 or more	40	3.14
2015 Est. Median All Owner-Occupied Housing Value	\$99,667	
2015 Est. Housing Units by Units in Structure	2,302	
1 Unit Attached	48	2.09
1 Unit Detached	1,073	46.61
2 Units	0	0.00
3 or 4 Units	99	4.30
5 to 19 Units	65	2.82
20 to 49 Units	14	0.61
50 or More Units	18	0.78
Mobile Home or Trailer	979	42.53
Boat, RV, Van, etc.	6	0.26

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	2,302	
Housing Units Built 2010 or later	257	11.16
Housing Units Built 2000 to 2009	571	24.80
Housing Units Built 1990 to 1999	388	16.85
Housing Units Built 1980 to 1989	487	21.16
Housing Units Built 1970 to 1979	417	18.11
Housing Units Built 1960 to 1969	113	4.91
Housing Units Built 1950 to 1959	26	1.13
Housing Units Built 1940 to 1949	8	0.35
Housing Unit Built 1939 or Earlier	35	1.52
2015 Est. Median Year Structure Built**	1992	



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

About The Retail Coach

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail:360 process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360 Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients’ communities.

Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360 process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

The Retail Coach - It’s not about data. It’s about your success.

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