



PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Willis, Texas

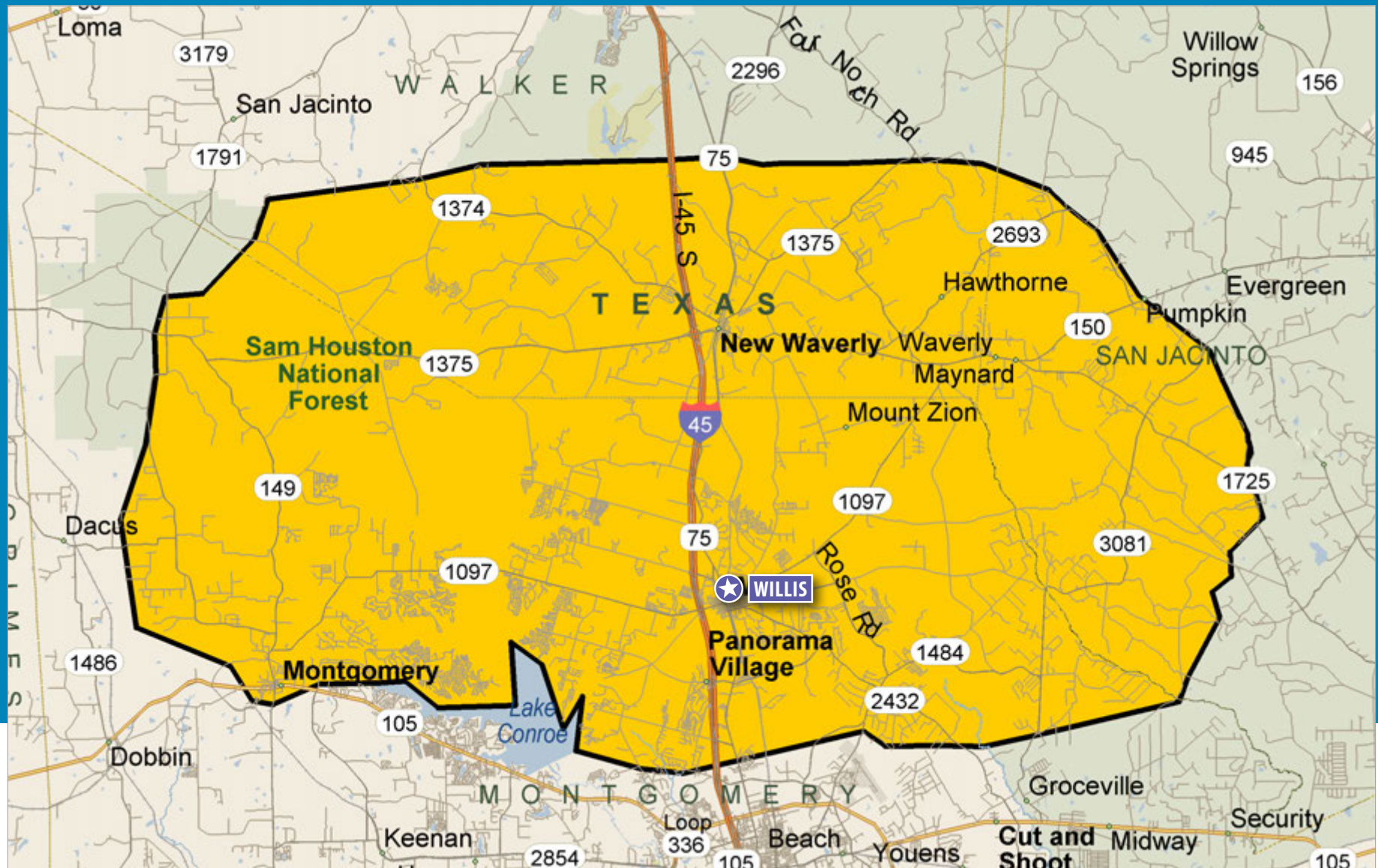


Prepared for
Willis Economic Development Corporation
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 **TheRetailCoach®**

Primary Retail Trade Area

Willis, Texas



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Primary Retail Trade Area | Demographics

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DESCRIPTION	DATA	%
Population		
2020 Projection	77,187	
2015 Estimate	70,315	
2010 Census	62,571	
2000 Census	40,166	
Growth 2015-2020	9.77%	
Growth 2010-2015	12.38%	
Growth 2000-2010	55.78%	
2015 Est. Population by Single-Classification Race	70,315	
White Alone	58,579	83.31
Black or African American Alone	3,941	5.60
Amer. Indian and Alaska Native Alone	426	0.61
Asian Alone	627	0.89
Native Hawaiian and Other Pac. Isl. Alone	61	0.09
Some Other Race Alone	5,064	7.20
Two or More Races	1,616	2.30
2015 Est. Population by Hispanic or Latino Origin	70,315	
Not Hispanic or Latino	58,253	82.85
Hispanic or Latino:	12,062	17.15
Mexican	9,953	82.52
Puerto Rican	200	1.66
Cuban	128	1.06
All Other Hispanic or Latino	1,781	14.77

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	12,062	
White Alone	6,169	51.14
Black or African American Alone	115	0.95
American Indian and Alaska Native Alone	140	1.16
Asian Alone	10	0.08
Native Hawaiian and Other Pacific Islander Alone	13	0.11
Some Other Race Alone	5,010	41.54
Two or More Races	606	5.02
2015 Est. Pop by Race, Asian Alone, by Category	627	
Chinese, except Taiwanese	45	7.18
Filipino	47	7.50
Japanese	192	30.62
Asian Indian	69	11.00
Korean	179	28.55
Vietnamese	22	3.51
Cambodian	5	0.80
Hmong	0	0.00
Laotian	5	0.80
Thai	15	2.39
All Other Asian Races Including 2+ Category	49	7.81
2015 Est. Population by Ancestry	70,315	
Arab	68	0.10
Czech	376	0.53
Danish	179	0.25
Dutch	317	0.45
English	5,817	8.27
French (except Basque)	1,766	2.51
French Canadian	167	0.24
German	8,627	12.27
Greek	11	0.02

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DESCRIPTION	DATA	%
Hungarian	105	0.15
Irish	4,965	7.06
Italian	1,042	1.48
Lithuanian	40	0.06
United States or American	7,071	10.06
Norwegian	184	0.26
Polish	1,459	2.07
Portuguese	162	0.23
Russian	237	0.34
Scottish	896	1.27
Scotch-Irish	1,064	1.51
Slovak	30	0.04
Subsaharan African	110	0.16
Swedish	523	0.74
Swiss	11	0.02
Ukrainian	12	0.02
Welsh	185	0.26
West Indian (except Hisp. groups)	138	0.20
Other ancestries	25,653	36.48
Ancestry Unclassified	9,098	12.94
2015 Est. Pop Age 5+ by Language Spoken at Home	65,848	
Speak Only English at Home	56,410	85.67
Speak Asian/Pac. Isl. Lang. at Home	266	0.40
Speak IndoEuropean Language at Home	327	0.50
Speak Spanish at Home	8,767	13.31
Speak Other Language at Home	78	0.12
2015 Est. Population by Sex	70,315	
Male	34,890	49.62
Female	35,425	50.38

DESCRIPTION	DATA	%
2015 Est. Population by Age	70,315	
Age 0 - 4	4,467	6.35
Age 5 - 9	4,484	6.38
Age 10 - 14	4,732	6.73
Age 15 - 17	3,042	4.33
Age 18 - 20	2,712	3.86
Age 21 - 24	3,387	4.82
Age 25 - 34	7,580	10.78
Age 35 - 44	8,316	11.83
Age 45 - 54	9,128	12.98
Age 55 - 64	10,188	14.49
Age 65 - 74	7,859	11.18
Age 75 - 84	3,484	4.95
Age 85 and over	936	1.33
Age 16 and over	55,638	79.13
Age 18 and over	53,590	76.21
Age 21 and over	50,878	72.36
Age 65 and over	12,279	17.46
2015 Est. Median Age	40.7	
2015 Est. Average Age	40.1	

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DESCRIPTION	DATA	%
2015 Est. Male Population by Age	34,890	
Age 0 - 4	2,301	6.60
Age 5 - 9	2,355	6.75
Age 10 - 14	2,421	6.94
Age 15 - 17	1,589	4.55
Age 18 - 20	1,445	4.14
Age 21 - 24	1,773	5.08
Age 25 - 34	3,737	10.71
Age 35 - 44	4,099	11.75
Age 45 - 54	4,412	12.65
Age 55 - 64	4,863	13.94
Age 65 - 74	3,848	11.03
Age 75 - 84	1,681	4.82
Age 85 and over	368	1.05
2015 Est. Median Age, Male	39.5	
2015 Est. Average Age, Male	39.3	
2015 Est. Female Population by Age	35,425	
Age 0 - 4	2,166	6.11
Age 5 - 9	2,129	6.01
Age 10 - 14	2,311	6.52
Age 15 - 17	1,453	4.10
Age 18 - 20	1,267	3.58
Age 21 - 24	1,615	4.56
Age 25 - 34	3,843	10.85
Age 35 - 44	4,218	11.91
Age 45 - 54	4,716	13.31
Age 55 - 64	5,325	15.03
Age 65 - 74	4,011	11.32
Age 75 - 84	1,803	5.09
Age 85 and over	569	1.61

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	41.9	
2015 Est. Average Age, Female	40.9	
2015 Est. Pop Age 15+ by Marital Status	56,632	
Total, Never Married	13,033	23.01
Males, Never Married	7,049	12.45
Females, Never Married	5,984	10.57
Married, Spouse present	30,198	53.32
Married, Spouse absent	2,651	4.68
Widowed	3,641	6.43
Males Widowed	758	1.34
Females Widowed	2,883	5.09
Divorced	7,109	12.55
Males Divorced	3,417	6.03
Females Divorced	3,692	6.52
2015 Est. Pop Age 25+ by Edu. Attainment	47,491	
Less than 9th grade	2,878	6.06
Some High School, no diploma	4,594	9.67
High School Graduate (or GED)	13,660	28.76
Some College, no degree	10,871	22.89
Associate Degree	3,028	6.38
Bachelor's Degree	8,917	18.78
Master's Degree	2,456	5.17
Professional School Degree	751	1.58
Doctorate Degree	336	0.71
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	5,813	
No High School Diploma	3,201	55.07
High School Graduate	981	16.88
Some College or Associate's Degree	887	15.26
Bachelor's Degree or Higher	744	12.80

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DESCRIPTION	DATA	%
Households		
2020 Projection	28,970	
2015 Estimate	26,336	
2010 Census	23,348	
2000 Census	15,017	
Growth 2015-2020	10.00%	
Growth 2010-2015	12.80%	
Growth 2000-2010	55.48%	
2015 Est. Households by Household Type	26,336	
Family Households	19,971	75.83
Nonfamily Households	6,365	24.17
2015 Est. Group Quarters Population	308	
2015 HHs by Ethnicity, Hispanic/Latino	2,958	11.23
2015 Est. Households by HH Income	26,336	
Income < \$15,000	2,057	7.81
Income \$15,000 - \$24,999	2,492	9.46
Income \$25,000 - \$34,999	2,722	10.34
Income \$35,000 - \$49,999	3,371	12.80
Income \$50,000 - \$74,999	5,348	20.31
Income \$75,000 - \$99,999	3,472	13.18
Income \$100,000 - \$124,999	2,286	8.68
Income \$125,000 - \$149,999	1,388	5.27
Income \$150,000 - \$199,999	1,525	5.79
Income \$200,000 - \$249,999	526	2.00
Income \$250,000 - \$499,999	774	2.94
Income \$500,000+	374	1.42

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$83,928	
2015 Est. Median Household Income	\$61,807	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	65,012	
Black or African American Alone	34,834	
American Indian and Alaska Native Alone	38,253	
Asian Alone	75,163	
Native Hawaiian and Other Pacific Islander Alone	44,278	
Some Other Race Alone	37,885	
Two or More Races	59,015	
Hispanic or Latino	41,247	
Not Hispanic or Latino	65,202	
2015 Est. Family HH Type by Presence of Own Child.	19,971	
Married-Couple Family, own children	5,735	28.72
Married-Couple Family, no own children	10,153	50.84
Male Householder, own children	670	3.35
Male Householder, no own children	628	3.14
Female Householder, own children	1,564	7.83
Female Householder, no own children	1,222	6.12
2015 Est. Households by Household Size	26,336	
1-person	5,282	20.06
2-person	10,142	38.51
3-person	4,375	16.61
4-person	3,475	13.19
5-person	1,808	6.87
6-person	786	2.98
7-or-more-person	468	1.78

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DESCRIPTION	DATA	%
2015 Est. Average Household Size	2.66	
2015 Est. Households by Presence of People Under 18	26,336	
Households with 1 or More People under Age 18:	9,112	34.60
Married-Couple Family	6,316	69.32
Other Family, Male Householder	808	8.87
Other Family, Female Householder	1,896	20.81
Nonfamily, Male Householder	66	0.72
Nonfamily, Female Householder	25	0.27
Households with No People under Age 18:	17,225	65.40
Married-Couple Family	9,572	55.57
Other Family, Male Householder	493	2.86
Other Family, Female Householder	883	5.13
Nonfamily, Male Householder	3,067	17.81
Nonfamily, Female Householder	3,209	18.63
2015 Est. Households by Number of Vehicles	26,336	
No Vehicles	840	3.19
1 Vehicle	7,700	29.24
2 Vehicles	12,491	47.43
3 Vehicles	3,870	14.69
4 Vehicles	1,000	3.80
5 or more Vehicles	436	1.66
2015 Est. Average Number of Vehicles	1.9	

DESCRIPTION	DATA	%
Family Households		
2020 Projection	21,977	
2015 Estimate	19,971	
2010 Census	17,690	
2000 Census	11,570	
Growth 2015-2020	10.04%	
Growth 2010-2015	12.90%	
Growth 2000-2010	52.89%	
2015 Est. Families by Poverty Status	19,971	
2015 Families at or Above Poverty	18,083	90.55
2015 Families at or Above Poverty with Children	7,219	36.15
2015 Families Below Poverty	1,888	9.45
2015 Families Below Poverty with Children	1,413	7.08
2015 Est. Pop Age 16+ by Employment Status	55,638	
In Armed Forces	2	0.00
Civilian - Employed	29,794	53.55
Civilian - Unemployed	2,910	5.23
Not in Labor Force	22,932	41.22
2015 Est. Civ. Employed Pop 16+ by Class of Worker	31,081	
For-Profit Private Workers	20,348	65.47
Non-Profit Private Workers	994	3.20
Local Government Workers	3,258	10.48
State Government Workers	2,341	7.53
Federal Government Workers	243	0.78
Self-Employed Workers	3,887	12.51
Unpaid Family Workers	10	0.03

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DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	31,081	
Architect/Engineer	682	2.19
Arts/Entertainment/Sports	515	1.66
Building Grounds Maintenance	1,339	4.31
Business/Financial Operations	1,227	3.95
Community/Social Services	455	1.46
Computer/Mathematical	404	1.30
Construction/Extraction	1,780	5.73
Education/Training/Library	2,433	7.83
Farming/Fishing/Forestry	253	0.81
Food Prep/Serving	1,487	4.78
Health Practitioner/Technician	1,430	4.60
Healthcare Support	475	1.53
Maintenance Repair	1,759	5.66
Legal	369	1.19
Life/Physical/Social Science	204	0.66
Management	3,428	11.03
Office/Admin. Support	3,140	10.10
Production	1,967	6.33
Protective Services	1,217	3.92
Sales/Related	3,486	11.22
Personal Care/Service	825	2.65
Transportation/Moving	2,207	7.10
2015 Est. Pop 16+ by Occupation Classification	31,081	
Blue Collar	7,712	24.81
White Collar	17,773	57.18
Service and Farm	5,597	18.01

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	30,265	
Drove Alone	24,528	81.04
Car Pooled	3,858	12.75
Public Transportation	35	0.12
Walked	350	1.16
Bicycle	12	0.04
Other Means	194	0.64
Worked at Home	1,288	4.26
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	5,445	
15 - 29 Minutes	9,386	
30 - 44 Minutes	6,105	
45 - 59 Minutes	3,329	
60 or more Minutes	4,764	
2015 Est. Avg. Travel Time to Work in Minutes	35.15	
2015 Est. Occupied Housing Units by Tenure	26,336	
Owner Occupied	21,101	80.12
Renter Occupied	5,236	19.88
2015 Owner Occ. HUs: Avg. Length of Residence	11.9	
2015 Renter Occ. HUs: Avg. Length of Residence	6.5	

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DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	21,101	
Value Less than \$20,000	853	4.04
Value \$20,000 - \$39,999	1,219	5.78
Value \$40,000 - \$59,999	915	4.34
Value \$60,000 - \$79,999	1,447	6.86
Value \$80,000 - \$99,999	1,813	8.59
Value \$100,000 - \$149,999	3,403	16.13
Value \$150,000 - \$199,999	3,015	14.29
Value \$200,000 - \$299,999	3,045	14.43
Value \$300,000 - \$399,999	1,872	8.87
Value \$400,000 - \$499,999	1,230	5.83
Value \$500,000 - \$749,999	1,239	5.87
Value \$750,000 - \$999,999	524	2.48
Value \$1,000,000 or more	526	2.49
2015 Est. Median All Owner-Occupied Housing Value	\$164,929	
2015 Est. Housing Units by Units in Structure	30,329	
1 Unit Attached	458	1.51
1 Unit Detached	21,763	71.76
2 Units	191	0.63
3 or 4 Units	502	1.66
5 to 19 Units	950	3.13
20 to 49 Units	434	1.43
50 or More Units	352	1.16
Mobile Home or Trailer	5,636	18.58
Boat, RV, Van, etc.	42	0.14

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	30,329	
Housing Units Built 2010 or later	3,251	10.72
Housing Units Built 2000 to 2009	9,167	30.23
Housing Units Built 1990 to 1999	5,907	19.48
Housing Units Built 1980 to 1989	5,260	17.34
Housing Units Built 1970 to 1979	4,367	14.40
Housing Units Built 1960 to 1969	1,296	4.27
Housing Units Built 1950 to 1959	572	1.89
Housing Units Built 1940 to 1949	194	0.64
Housing Unit Built 1939 or Earlier	316	1.04
2015 Est. Median Year Structure Built**	1995	



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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Acknowledgements

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Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2014/2015, ESRI 2014, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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