



SECONDARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Willis, Texas

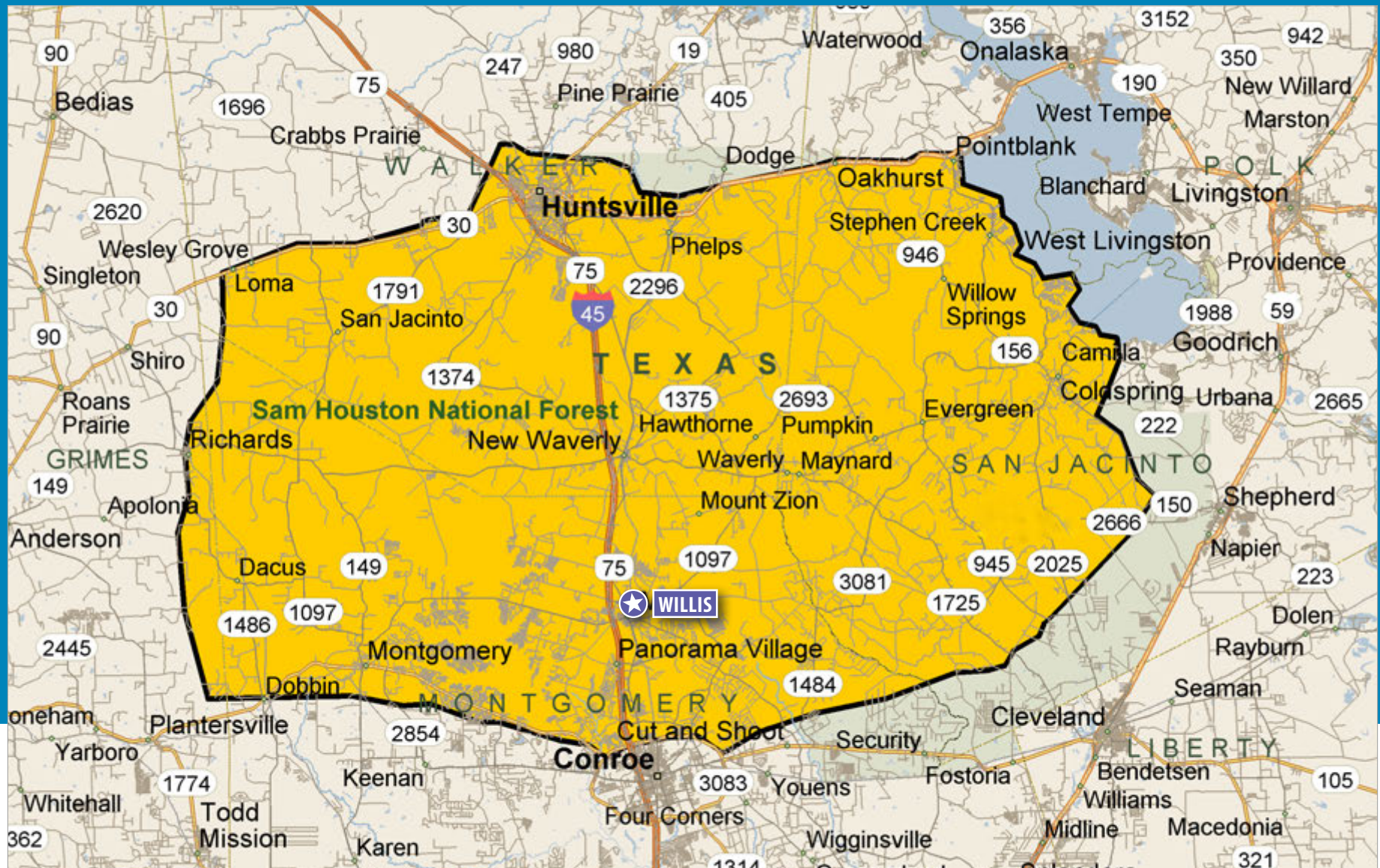


Prepared for
Willis Economic Development Corporation
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 **TheRetailCoach®**

Secondary Retail Trade Area

Willis, Texas



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Secondary Retail Trade Area | Demographics

Willis, Texas

DESCRIPTION	DATA	%
Population		
2020 Projection	163,743	
2015 Estimate	151,707	
2010 Census	138,874	
2000 Census	101,171	
Growth 2015-2020	7.93%	
Growth 2010-2015	9.24%	
Growth 2000-2010	37.27%	
2015 Est. Population by Single-Classification Race	151,707	
White Alone	117,532	77.47
Black or African American Alone	17,553	11.57
Amer. Indian and Alaska Native Alone	817	0.54
Asian Alone	1,792	1.18
Native Hawaiian and Other Pac. Isl. Alone	109	0.07
Some Other Race Alone	10,533	6.94
Two or More Races	3,372	2.22
2015 Est. Population by Hispanic or Latino Origin	151,707	
Not Hispanic or Latino	125,422	82.67
Hispanic or Latino:	26,285	17.33
Mexican	21,024	79.98
Puerto Rican	494	1.88
Cuban	264	1.00
All Other Hispanic or Latino	4,504	17.14

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	26,285	
White Alone	13,901	52.89
Black or African American Alone	286	1.09
American Indian and Alaska Native Alone	279	1.06
Asian Alone	34	0.13
Native Hawaiian and Other Pacific Islander Alone	19	0.07
Some Other Race Alone	10,398	39.56
Two or More Races	1,369	5.21
2015 Est. Pop by Race, Asian Alone, by Category	1,792	
Chinese, except Taiwanese	166	9.26
Filipino	219	12.22
Japanese	223	12.44
Asian Indian	447	24.94
Korean	231	12.89
Vietnamese	199	11.10
Cambodian	26	1.45
Hmong	0	0.00
Laotian	13	0.73
Thai	65	3.63
All Other Asian Races Including 2+ Category	203	11.33
2015 Est. Population by Ancestry	151,707	
Arab	150	0.10
Czech	1,053	0.69
Danish	225	0.15
Dutch	898	0.59
English	14,125	9.31
French (except Basque)	3,251	2.14
French Canadian	299	0.20
German	17,160	11.31
Greek	61	0.04

Secondary Retail Trade Area | Demographics

Willis, Texas

DESCRIPTION	DATA	%
Hungarian	159	0.10
Irish	10,247	6.75
Italian	2,540	1.67
Lithuanian	79	0.05
United States or American	14,738	9.71
Norwegian	501	0.33
Polish	2,607	1.72
Portuguese	175	0.12
Russian	315	0.21
Scottish	1,920	1.27
Scotch-Irish	1,720	1.13
Slovak	98	0.06
Subsaharan African	532	0.35
Swedish	753	0.50
Swiss	75	0.05
Ukrainian	95	0.06
Welsh	365	0.24
West Indian (except Hisp. groups)	214	0.14
Other ancestries	60,899	40.14
Ancestry Unclassified	16,455	10.85
2015 Est. Pop Age 5+ by Language Spoken at Home	143,065	
Speak Only English at Home	121,945	85.24
Speak Asian/Pac. Isl. Lang. at Home	629	0.44
Speak IndoEuropean Language at Home	937	0.65
Speak Spanish at Home	19,291	13.48
Speak Other Language at Home	263	0.18
2015 Est. Population by Sex	151,707	
Male	78,702	51.88
Female	73,005	48.12

DESCRIPTION	DATA	%
2015 Est. Population by Age	151,707	
Age 0 - 4	8,642	5.70
Age 5 - 9	8,674	5.72
Age 10 - 14	8,808	5.81
Age 15 - 17	6,068	4.00
Age 18 - 20	8,062	5.31
Age 21 - 24	11,715	7.72
Age 25 - 34	19,024	12.54
Age 35 - 44	18,214	12.01
Age 45 - 54	19,349	12.75
Age 55 - 64	19,418	12.80
Age 65 - 74	14,752	9.72
Age 75 - 84	6,892	4.54
Age 85 and over	2,089	1.38
Age 16 and over	123,602	81.47
Age 18 and over	119,515	78.78
Age 21 and over	111,453	73.47
Age 65 and over	23,732	15.64
2015 Est. Median Age	37.7	
2015 Est. Average Age	39.0	

Secondary Retail Trade Area | Demographics

Willis, Texas

DESCRIPTION	DATA	%
2015 Est. Male Population by Age	78,702	
Age 0 - 4	4,445	5.65
Age 5 - 9	4,476	5.69
Age 10 - 14	4,529	5.75
Age 15 - 17	3,131	3.98
Age 18 - 20	4,009	5.09
Age 21 - 24	6,109	7.76
Age 25 - 34	10,598	13.47
Age 35 - 44	10,059	12.78
Age 45 - 54	10,478	13.31
Age 55 - 64	9,654	12.27
Age 65 - 74	7,243	9.20
Age 75 - 84	3,208	4.08
Age 85 and over	764	0.97
2015 Est. Median Age, Male	37.0	
2015 Est. Average Age, Male	38.4	
2015 Est. Female Population by Age	73,005	
Age 0 - 4	4,197	5.75
Age 5 - 9	4,199	5.75
Age 10 - 14	4,279	5.86
Age 15 - 17	2,937	4.02
Age 18 - 20	4,053	5.55
Age 21 - 24	5,606	7.68
Age 25 - 34	8,426	11.54
Age 35 - 44	8,156	11.17
Age 45 - 54	8,871	12.15
Age 55 - 64	9,764	13.37
Age 65 - 74	7,509	10.29
Age 75 - 84	3,683	5.04
Age 85 and over	1,325	1.81

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	38.4	
2015 Est. Average Age, Female	39.6	
2015 Est. Pop Age 15+ by Marital Status	125,583	
Total, Never Married	38,856	30.94
Males, Never Married	22,448	17.88
Females, Never Married	16,409	13.07
Married, Spouse present	55,662	44.32
Married, Spouse absent	8,505	6.77
Widowed	7,558	6.02
Males Widowed	1,643	1.31
Females Widowed	5,916	4.71
Divorced	15,001	11.95
Males Divorced	7,878	6.27
Females Divorced	7,123	5.67
2015 Est. Pop Age 25+ by Edu. Attainment	99,738	
Less than 9th grade	5,890	5.91
Some High School, no diploma	10,143	10.17
High School Graduate (or GED)	30,251	30.33
Some College, no degree	24,024	24.09
Associate Degree	5,480	5.49
Bachelor's Degree	16,578	16.62
Master's Degree	5,083	5.10
Professional School Degree	1,344	1.35
Doctorate Degree	944	0.95
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	13,198	
No High School Diploma	6,951	52.67
High School Graduate	2,714	20.56
Some College or Associate's Degree	2,058	15.59
Bachelor's Degree or Higher	1,475	11.18

Secondary Retail Trade Area | Demographics

Willis, Texas

DESCRIPTION	DATA	%
Households		
2020 Projection	59,847	
2015 Estimate	55,126	
2010 Census	50,040	
2000 Census	36,114	
Growth 2015-2020	8.57%	
Growth 2010-2015	10.16%	
Growth 2000-2010	38.56%	
2015 Est. Households by Household Type	55,126	
Family Households	37,754	68.49
Nonfamily Households	17,372	31.51
2015 Est. Group Quarters Population	11,786	
2015 HHs by Ethnicity, Hispanic/Latino	6,523	11.83
2015 Est. Households by HH Income	55,126	
Income < \$15,000	6,764	12.27
Income \$15,000 - \$24,999	5,509	9.99
Income \$25,000 - \$34,999	6,125	11.11
Income \$35,000 - \$49,999	7,426	13.47
Income \$50,000 - \$74,999	10,077	18.28
Income \$75,000 - \$99,999	6,736	12.22
Income \$100,000 - \$124,999	4,450	8.07
Income \$125,000 - \$149,999	2,486	4.51
Income \$150,000 - \$199,999	2,622	4.76
Income \$200,000 - \$249,999	943	1.71
Income \$250,000 - \$499,999	1,365	2.48
Income \$500,000+	624	1.13

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$75,478	
2015 Est. Median Household Income	\$54,317	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	60,097	
Black or African American Alone	29,074	
American Indian and Alaska Native Alone	37,194	
Asian Alone	53,002	
Native Hawaiian and Other Pacific Islander Alone	44,439	
Some Other Race Alone	36,024	
Two or More Races	54,209	
Hispanic or Latino	38,234	
Not Hispanic or Latino	57,523	
2015 Est. Family HH Type by Presence of Own Child.	37,754	
Married-Couple Family, own children	10,502	27.82
Married-Couple Family, no own children	18,536	49.10
Male Householder, own children	1,233	3.27
Male Householder, no own children	1,362	3.61
Female Householder, own children	3,477	9.21
Female Householder, no own children	2,644	7.00
2015 Est. Households by Household Size	55,126	
1-person	13,174	23.90
2-person	20,673	37.50
3-person	8,870	16.09
4-person	6,874	12.47
5-person	3,344	6.07
6-person	1,380	2.50
7-or-more-person	810	1.47

Secondary Retail Trade Area | Demographics

Willis, Texas

DESCRIPTION	DATA	%
2015 Est. Average Household Size	2.54	
2015 Est. Households by Presence of People Under 18	55,126	
Households with 1 or More People under Age 18:	17,385	31.54
Married-Couple Family	11,540	66.38
Other Family, Male Householder	1,480	8.51
Other Family, Female Householder	4,185	24.07
Nonfamily, Male Householder	135	0.78
Nonfamily, Female Householder	45	0.26
Households with No People under Age 18:	37,741	68.46
Married-Couple Family	17,499	46.37
Other Family, Male Householder	1,117	2.96
Other Family, Female Householder	1,933	5.12
Nonfamily, Male Householder	8,323	22.05
Nonfamily, Female Householder	8,869	23.50
2015 Est. Households by Number of Vehicles	55,126	
No Vehicles	2,597	4.71
1 Vehicle	18,189	33.00
2 Vehicles	23,730	43.05
3 Vehicles	7,897	14.33
4 Vehicles	1,995	3.62
5 or more Vehicles	717	1.30
2015 Est. Average Number of Vehicles	1.8	

DESCRIPTION	DATA	%
Family Households		
2020 Projection	41,091	
2015 Estimate	37,754	
2010 Census	34,100	
2000 Census	25,182	
Growth 2015-2020	8.84%	
Growth 2010-2015	10.71%	
Growth 2000-2010	35.41%	
2015 Est. Families by Poverty Status	37,754	
2015 Families at or Above Poverty	33,732	89.35
2015 Families at or Above Poverty with Children	13,484	35.72
2015 Families Below Poverty	4,022	10.65
2015 Families Below Poverty with Children	2,971	7.87
2015 Est. Pop Age 16+ by Employment Status	123,602	
In Armed Forces	15	0.01
Civilian - Employed	60,488	48.94
Civilian - Unemployed	6,161	4.98
Not in Labor Force	56,938	46.07
2015 Est. Civ. Employed Pop 16+ by Class of Worker	63,803	
For-Profit Private Workers	38,876	60.93
Non-Profit Private Workers	2,517	3.94
Local Government Workers	6,103	9.57
State Government Workers	7,468	11.70
Federal Government Workers	801	1.26
Self-Employed Workers	7,975	12.50
Unpaid Family Workers	63	0.10

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DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	63,803	
Architect/Engineer	1,103	1.73
Arts/Entertainment/Sports	921	1.44
Building Grounds Maintenance	2,404	3.77
Business/Financial Operations	2,210	3.46
Community/Social Services	1,155	1.81
Computer/Mathematical	821	1.29
Construction/Extraction	3,492	5.47
Education/Training/Library	5,512	8.64
Farming/Fishing/Forestry	388	0.61
Food Prep/Serving	3,630	5.69
Health Practitioner/Technician	2,836	4.44
Healthcare Support	1,047	1.64
Maintenance Repair	2,983	4.68
Legal	492	0.77
Life/Physical/Social Science	326	0.51
Management	6,305	9.88
Office/Admin. Support	7,422	11.63
Production	3,533	5.54
Protective Services	3,586	5.62
Sales/Related	6,959	10.91
Personal Care/Service	2,428	3.81
Transportation/Moving	4,249	6.66
2015 Est. Pop 16+ by Occupation Classification	63,803	
Blue Collar	14,258	22.35
White Collar	36,062	56.52
Service and Farm	13,483	21.13

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	62,459	
Drove Alone	50,510	80.87
Car Pooled	7,376	11.81
Public Transportation	92	0.15
Walked	1,226	1.96
Bicycle	69	0.11
Other Means	486	0.78
Worked at Home	2,700	4.32
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	14,733	
15 - 29 Minutes	19,598	
30 - 44 Minutes	11,232	
45 - 59 Minutes	6,274	
60 or more Minutes	8,065	
2015 Est. Avg. Travel Time to Work in Minutes	32.17	
2015 Est. Occupied Housing Units by Tenure	55,126	
Owner Occupied	38,374	69.61
Renter Occupied	16,751	30.39
2015 Owner Occ. HUs: Avg. Length of Residence	12.8	
2015 Renter Occ. HUs: Avg. Length of Residence	6.6	

Secondary Retail Trade Area | Demographics

Willis, Texas

DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	38,374	
Value Less than \$20,000	1,536	4.00
Value \$20,000 - \$39,999	2,180	5.68
Value \$40,000 - \$59,999	1,560	4.07
Value \$60,000 - \$79,999	2,817	7.34
Value \$80,000 - \$99,999	3,149	8.21
Value \$100,000 - \$149,999	6,597	17.19
Value \$150,000 - \$199,999	5,526	14.40
Value \$200,000 - \$299,999	6,019	15.69
Value \$300,000 - \$399,999	3,330	8.68
Value \$400,000 - \$499,999	2,062	5.37
Value \$500,000 - \$749,999	1,815	4.73
Value \$750,000 - \$999,999	840	2.19
Value \$1,000,000 or more	943	2.46
2015 Est. Median All Owner-Occupied Housing Value	\$162,202	
2015 Est. Housing Units by Units in Structure	63,341	
1 Unit Attached	1,627	2.57
1 Unit Detached	40,272	63.58
2 Units	1,108	1.75
3 or 4 Units	1,569	2.48
5 to 19 Units	5,798	9.15
20 to 49 Units	1,690	2.67
50 or More Units	1,176	1.86
Mobile Home or Trailer	9,982	15.76
Boat, RV, Van, etc.	120	0.19

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	63,341	
Housing Units Built 2010 or later	5,884	9.29
Housing Units Built 2000 to 2009	16,064	25.36
Housing Units Built 1990 to 1999	13,081	20.65
Housing Units Built 1980 to 1989	11,842	18.70
Housing Units Built 1970 to 1979	10,433	16.47
Housing Units Built 1960 to 1969	3,303	5.21
Housing Units Built 1950 to 1959	1,392	2.20
Housing Units Built 1940 to 1949	576	0.91
Housing Unit Built 1939 or Earlier	765	1.21
2015 Est. Median Year Structure Built**	1993	



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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