Willis — #1 of 10: Home Value to Income Ratio

Willis leads Houston MSA in housing affordability

1.8x home value-to-income ratio, top in Texas

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THE DATA

1.8x

Home Value to Income Ratio (2024)

Willis, Texas, ranks first in the Houston MSA and Texas for affordability based on home value relative to median household income.

This ratio indicates that the median home value in Willis is 1.8 times the median household income—significantly lower than the national average and among the most favorable in Texas. It reflects strong affordability for first-time buyers and long-term residents seeking financial stability.

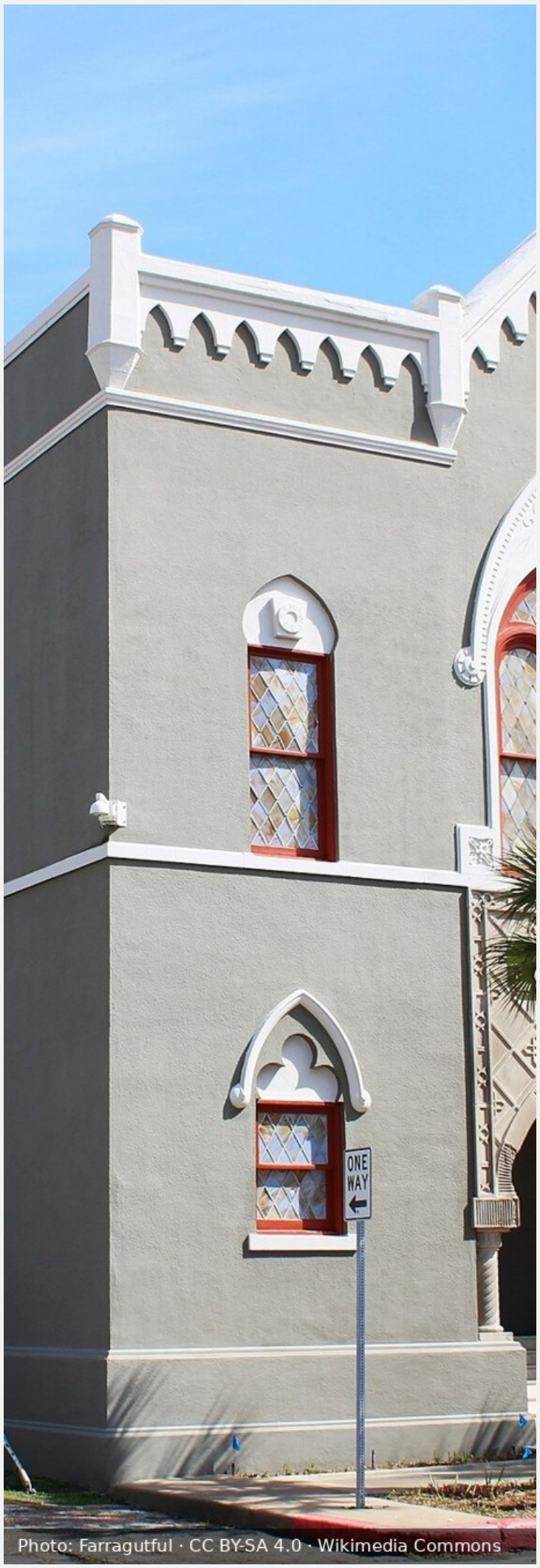


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Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-26-houston-msa-value-to-income-place-mkt-asc

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Affordability drives migration

This trend may signal a shift in population dynamics, where affordability—not proximity to downtown—becomes the primary driver of housing choice. The city's low ratio could attract remote workers, young families, and retirees seeking sustainable housing models.



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Price-to-income is not just about cost

This suggests that affordability is not just a temporary condition but a sustainable outcome of balanced growth. As housing markets in Houston stabilize, cities like Willis may become anchors for economic resilience in the region.

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