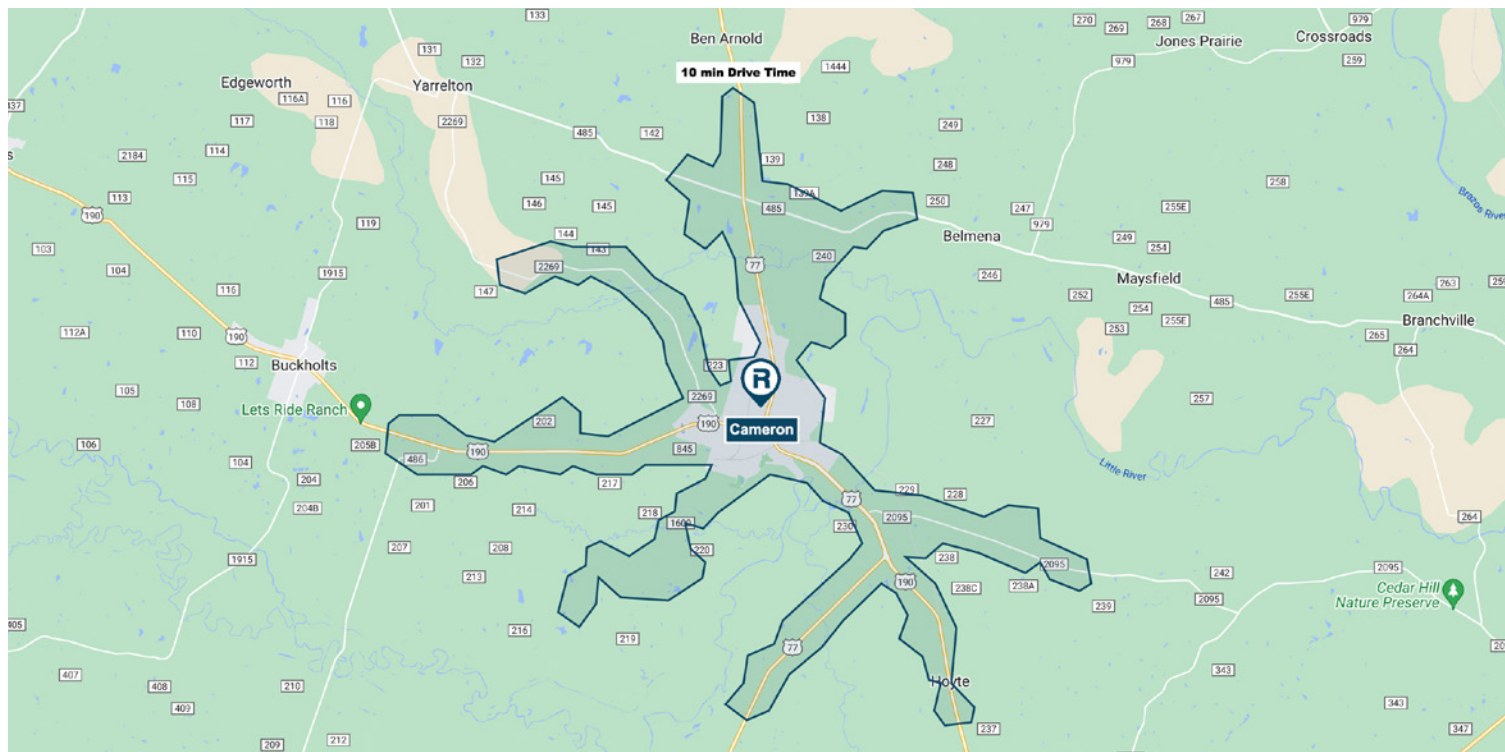# The**Retail**Coach®

10-Minute Drive Time Demographic Profile

CAMERON, TEXAS

Prepared for Cameron Industrial Foundation
January 2024

10-Minute Drive Time • Demographic Snapshot

Cameron, Texas

Population

2020	5,953
2024	6,125
2029	6,285

Educational Attainment (%)

Graduate or Professional Degree	3.74%
Bachelors Degree	11.09%
Associate Degree	6.48%
Some College	18.55%
High School Graduate (or GED)	40.86%
Some High School, No Degree	11.28%
Less than 9th Grade	8.06%

Income

Average HH	$80,788
Median HH	$60,989
Per Capita	$31,778

Age

0 - 9 Years	10.35%
10 - 17 Years	11.25%
18 - 24 Years	9.89%
25 - 34 Years	10.06%
35 - 44 Years	10.60%
45 - 54 Years	10.92%
55 - 64 Years	11.94%
65 and Older	25.00%
Median Age	43.00
Average Age	43.01

Race Distribution (%)

White	58.87%
Black/African American	15.12%
American Indian/ Alaskan	0.54%
Asian	0.43%
Native Hawaiian/ Islander	0.11%
Other Race	13.37%
Two or More Races	11.56%
Hispanic	33.01%

Cameron
Hometown, Texas

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10-Minute Drive Time • Demographic Profile

Cameron, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	6,285	
2024 Estimate	6,125	
2020 Census	5,953	
2010 Census	6,035	
Growth 2024 - 2029		2.61%
Growth 2020 - 2024		2.89%
Growth 2010 - 2020		-1.35%
2024 Est. Population by Single-Classification Race	**6,125**	
White Alone	3,606	58.87%
Black or African American Alone	926	15.12%
Amer. Indian and Alaska Native Alone	33	0.54%
Asian Alone	26	0.43%
Native Hawaiian and Other Pacific Island Alone	7	0.11%
Some Other Race Alone	819	13.37%
Two or More Races	708	11.56%
2024 Est. Population by Hispanic or Latino Origin	**6,125**	
Not Hispanic or Latino	4,103	66.99%
Hispanic or Latino	2,022	33.01%
Mexican	2,006	99.21%
Puerto Rican	2	0.10%
Cuban	0	0.00%
All Other Hispanic or Latino	14	0.69%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	**2,022**	
White Alone	622	30.76%
Black or African American Alone	27	1.33%
American Indian and Alaska Native Alone	25	1.24%
Asian Alone	5	0.25%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	809	40.01%
Two or More Races	533	26.36%
2024 Est. Pop by Race, Asian Alone, by Category	**26**	
Chinese, except Taiwanese	3	11.54%
Filipino	2	7.69%
Japanese	0	0.00%
Asian Indian	2	7.69%
Korean	0	0.00%
Vietnamese	18	69.23%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	0	0.00%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	**6,125**	
Arab	0	0.00%
Czech	169	2.76%
Danish	8	0.13%
Dutch	17	0.28%
English	568	9.27%
French (except Basque)	17	0.28%
French Canadian	4	0.07%
German	750	12.25%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	284	4.64%
Italian	106	1.73%
Lithuanian	0	0.00%
United States or American	177	2.89%
Norwegian	7	0.11%
Polish	1	0.02%
Portuguese	0	0.00%
Russian	0	0.00%
Scottish	46	0.75%
Scotch-Irish	16	0.26%
Slovak	0	0.00%
Subsaharan African	124	2.02%
Swedish	0	0.00%
Swiss	13	0.21%
Ukrainian	0	0.00%
Welsh	16	0.26%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	2,797	45.67%
Ancestry Unclassified	1,005	16.41%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	4,403	75.78%
Speak Asian/Pacific Island Language at Home	16	0.28%
Speak IndoEuropean Language at Home	9	0.16%
Speak Spanish at Home	1,381	23.77%
Speak Other Language at Home	0	0.00%

DESCRIPTION	DATA	%
2024 Est. Population by Age	**6,125**	
Age 0 - 4	315	5.14%
Age 5 - 9	319	5.21%
Age 10 - 14	405	6.61%
Age 15 - 17	284	4.64%
Age 18 - 20	274	4.47%
Age 21 - 24	332	5.42%
Age 25 - 34	616	10.06%
Age 35 - 44	649	10.60%
Age 45 - 54	669	10.92%
Age 55 - 64	731	11.94%
Age 65 - 74	821	13.40%
Age 75 - 84	506	8.26%
Age 85 and over	204	3.33%
Age 16 and over	4,991	81.49%
Age 18 and over	4,802	78.40%
Age 21 and over	4,528	73.93%
Age 65 and over	1,531	25.00%
2024 Est. Median Age		43.00
2024 Est. Average Age		43.01
2024 Est. Population by Sex	**6,125**	
Male	3,002	49.01%
Female	3,123	50.99%
2024 Est. Male Population by Age	**3,002**	
Age 0 - 4	156	5.20%
Age 5 - 9	148	4.93%
Age 10 - 14	201	6.70%
Age 15 - 17	150	5.00%
Age 18 - 20	147	4.90%
Age 21 - 24	186	6.20%
Age 25 - 34	328	10.93%
Age 35 - 44	311	10.36%
Age 45 - 54	331	11.03%
Age 55 - 64	353	11.76%
Age 65 - 74	399	13.29%
Age 75 - 84	228	7.59%
Age 85 and over	64	2.13%
2024 Est. Median Age, Male		40.97
2024 Est. Average Age, Male		41.76
2024 Est. Female Population by Age	**3,123**	
Age 0 - 4	160	5.12%
Age 5 - 9	171	5.48%
Age 10 - 14	204	6.53%
Age 15 - 17	134	4.29%
Age 18 - 20	126	4.04%
Age 21 - 24	146	4.67%
Age 25 - 34	288	9.22%
Age 35 - 44	338	10.82%
Age 45 - 54	338	10.82%
Age 55 - 64	378	12.10%
Age 65 - 74	422	13.51%
Age 75 - 84	278	8.90%
Age 85 and over	140	4.48%
2024 Est. Median Age, Female		44.84
2024 Est. Average Age, Female		44.18

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	1,293	25.42%
Males, Never Married	742	14.59%
Females, Never Married	550	10.81%
Married, Spouse present	2,230	43.85%
Married, Spouse absent	376	7.39%
Widowed	383	7.53%
Males Widowed	95	1.87%
Females Widowed	288	5.66%
Divorced	804	15.81%
Males Divorced	340	6.68%
Females Divorced	464	9.12%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	338	8.06%
Some High School, no diploma	473	11.28%
High School Graduate (or GED)	1,714	40.86%
Some College, no degree	778	18.55%
Associate Degree	272	6.48%
Bachelor's Degree	465	11.09%
Master's Degree	132	3.15%
Professional School Degree	15	0.36%
Doctorate Degree	10	0.24%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	479	44.19%
High School Graduate	346	31.92%
Some College or Associate's Degree	175	16.14%
Bachelor's Degree or Higher	84	7.75%
Households		
2029 Projection	2,380	
2024 Estimate	2,305	
2020 Census	2,237	
2010 Census	2,233	
Growth 2024 - 2029		3.25%
Growth 2020 - 2024		3.04%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	**2,305**	
Family Households	1,541	66.85%
Nonfamily Households	764	33.15%
2024 Est. Group Quarters Population	265	
2024 Households by Ethnicity, Hispanic/Latino	590	

Cameron, Texas

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	**2,305**	
Income < $15,000	248	10.76%
Income $15,000 - $24,999	292	12.67%
Income $25,000 - $34,999	199	8.63%
Income $35,000 - $49,999	182	7.90%
Income $50,000 - $74,999	535	23.21%
Income $75,000 - $99,999	233	10.11%
Income $100,000 - $124,999	144	6.25%
Income $125,000 - $149,999	91	3.95%
Income $150,000 - $199,999	243	10.54%
Income $200,000 - $249,999	87	3.77%
Income $250,000 - $499,999	40	1.74%
Income $500,000+	11	0.48%
2024 Est. Average Household Income		$80,788
2024 Est. Median Household Income		$60,989
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$60,929
Black or African American Alone		$52,012
American Indian and Alaska Native Alone		$64,690
Asian Alone		$131,319
Native Hawaiian and Other Pacific Islander Alone		$0
Some Other Race Alone		$80,908
Two or More Races		$121,570
Hispanic or Latino		$51,831
Not Hispanic or Latino		$63,443
2024 Est. HH by Type and Presence of Own Child.	**2,305**	
Family Households with Children	688	29.85%
Family Households without Children	1,617	70.15%
Married-Couple Families	**1,027**	**44.56%**
Married-Couple Family, own children	392	17.01%
Married-Couple Family, no own children	636	27.59%
Cohabitating-Couple Families	**63**	**2.73%**
Cohabitating-Couple Family, own children	13	0.56%
Cohabitating-Couple Family, no own children	50	2.17%
Male Householder Families	**537**	**23.30%**
Male Householder, own children	97	4.21%
Male Householder, no own children	91	3.95%
Male Householder, only Nonrelatives	3	0.13%
Male Householder, Living Alone	346	15.01%
Female Householder Families	**678**	**29.41%**
Female Householder, own children	187	8.11%
Female Householder, no own children	144	6.25%
Female Householder, only Nonrelatives	45	1.95%
Female Householder, Living Alone	302	13.10%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	**2,305**	
1-person	690	29.93%
2-person	739	32.06%
3-person	319	13.84%
4-person	286	12.41%
5-person	148	6.42%
6-person	60	2.60%
7-or-more-person	64	2.78%
2024 Est. Average Household Size		2.51
2024 Est. Households by Number of Vehicles	**2,305**	
No Vehicles	136	5.90%
1 Vehicle	813	35.27%
2 Vehicles	846	36.70%
3 Vehicles	365	15.84%
4 Vehicles	129	5.60%
5 or more Vehicles	16	0.69%
2024 Est. Average Number of Vehicles		1.8
Family Households		
2029 Projection	1,591	
2024 Estimate	1,541	
2020 Estimate	1,461	
2010 Census	1,500	
Growth 2024 - 2029		3.25%
Growth 2020 - 2024		5.48%
Growth 2010 - 2020		-2.59%
2024 Est. Families by Poverty Status	**1,541**	
2024 Families at or Above Poverty	1,188	77.09%
2024 Families at or Above Poverty with Children	412	26.74%
2024 Families Below Poverty	353	22.91%
2024 Families Below Poverty with Children	298	19.34%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	2,531	50.71%
Civilian Labor Force, Unemployed	235	4.71%
Armed Forces	0	0.00%
Not in Labor Force	2,225	44.58%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	1,563	63.59%
Non-Profit Private Workers	223	9.07%
Local Government Workers	27	1.10%
State Government Workers	96	3.91%
Federal Government Workers	226	9.20%
Self-Employed Workers	313	12.73%
Unpaid Family Workers	10	0.41%

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10-Minute Drive Time • Demographic Profile

Cameron, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	43	1.75%
Arts/Entertainment/Sports	5	0.20%
Building Grounds Maintenance	35	1.42%
Business/Financial Operations	39	1.59%
Community/Social Services	23	0.94%
Computer/Mathematical	21	0.85%
Construction/Extraction	243	9.89%
Education/Training/Library	332	13.51%
Farming/Fishing/Forestry	58	2.36%
Food Prep/Serving	125	5.08%
Health Practitioner/Technician	196	7.97%
Healthcare Support	104	4.23%
Maintenance Repair	134	5.45%
Legal	0	0.00%
Life/Physical/Social Science	0	0.00%
Management	335	13.63%
Office/Admin. Support	247	10.05%
Production	115	4.68%
Protective Services	3	0.12%
Sales/Related	186	7.57%
Personal Care/Service	26	1.06%
Transportation/Moving	189	7.69%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	1,428	58.10%
Blue Collar	680	27.66%
Service and Farm	350	14.24%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	1,726	74.78%
Car Pooled	387	16.77%
Public Transportation	0	0.00%
Walked	18	0.78%
Bicycle	0	0.00%
Other Means	33	1.43%
Worked at Home	145	6.28%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	943	
15 - 29 Minutes	375	
30 - 44 Minutes	481	
45 - 59 Minutes	201	
60 or more Minutes	158	
2024 Est. Avg Travel Time to Work in Minutes		27
2024 Est. Occupied Housing Units by Tenure	**2,305**	
Owner Occupied	1,448	55.04%
Renter Occupied	857	37.18%
2024 Owner Occ. HUs: Avg. Length of Residence		21.24[†]
2024 Renter Occ. HUs: Avg. Length of Residence		7.21[†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	**1,448**	
Value Less than $20,000	44	3.04%
Value $20,000 - $39,999	62	4.28%
Value $40,000 - $59,999	129	8.91%
Value $60,000 - $79,999	136	9.39%
Value $80,000 - $99,999	188	12.98%
Value $100,000 - $149,999	312	21.55%
Value $150,000 - $199,999	231	15.95%
Value $200,000 - $299,999	174	12.02%
Value $300,000 - $399,999	97	6.70%
Value $400,000 - $499,999	42	2.90%
Value $500,000 - $749,999	23	1.59%
Value $750,000 - $999,999	5	0.35%
Value $1,000,000 or $1,499,999	3	0.21%
Value $1,500,000 or $1,999,999	0	0.00%
Value $2,000,000+	0	0.00%
2024 Est. Median All Owner-Occupied Housing Value		$123,305
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	1,936	73.58%
1 Unit Attached	0	0.00%
2 Units	104	3.95%
3 or 4 Units	152	5.78%
5 to 19 Units	143	5.43%
20 to 49 Units	0	0.00%
50 or More Units	34	1.29%
Mobile Home or Trailer	261	9.92%
Boat, RV, Van, etc.	1	0.04%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	73	2.77%
Housing Units Built 2010 to 2019	189	7.18%
Housing Units Built 2000 to 2009	133	5.05%
Housing Units Built 1990 to 1999	222	8.44%
Housing Units Built 1980 to 1989	350	13.30%
Housing Units Built 1970 to 1979	645	24.51%
Housing Units Built 1960 to 1969	262	9.96%
Housing Units Built 1950 to 1959	416	15.81%
Housing Units Built 1940 to 1949	68	2.58%
Housing Unit Built 1939 or Earlier	274	10.41%
2024 Est. Median Year Structure Built		1975

[†] Years

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® 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" information gathered through extensive visits to 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 help assure our clients that they are receiving the latest and best information for targeted 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.

ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

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