



The**Retail**Coach®

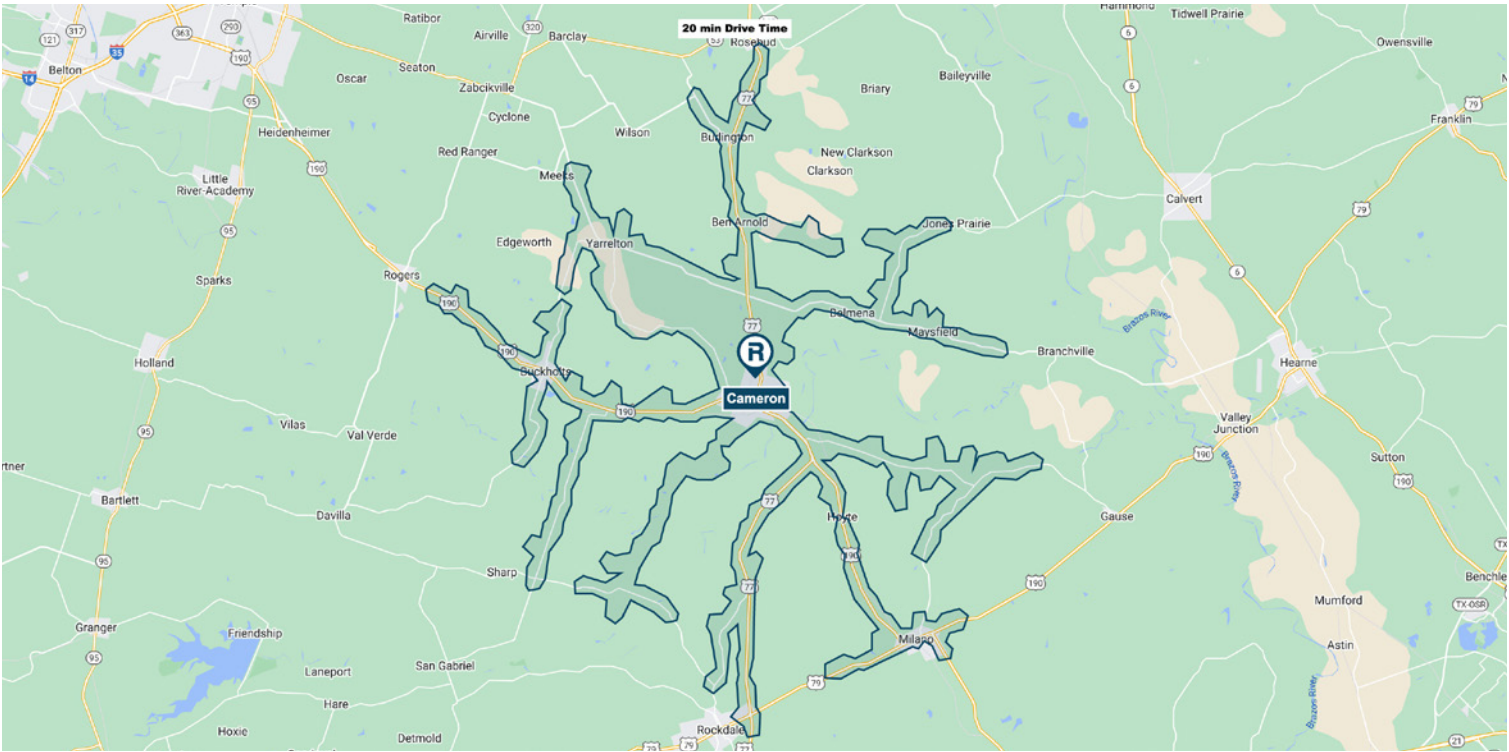
20-Minute Drive Time Demographic Profile

CAMERON, TEXAS

Prepared for Cameron Industrial Foundation
January 2024

20-Minute Drive Time • Demographic Snapshot

Cameron, Texas



Population		Age	
2020	14,448	0 - 9 Years	11.23%
2024	14,823	10 - 17 Years	11.10%
2029	15,225	18 - 24 Years	9.61%
Educational Attainment (%)		25 - 34 Years	9.88%
Graduate or Professional Degree	4.25%	35 - 44 Years	10.79%
Bachelors Degree	9.82%	45 - 54 Years	10.73%
Associate Degree	7.62%	55 - 64 Years	12.72%
Some College	20.52%	65 and Older	23.94%
High School Graduate (or GED)	39.73%	Median Age	42.61
Some High School, No Degree	9.77%	Average Age	42.47
Less than 9th Grade	8.28%	Race Distribution (%)	
Income		White	63.42%
Average HH	\$79,158	Black/African American	11.95%
Median HH	\$55,939	American Indian/Alaskan	0.50%
Per Capita	\$31,472	Asian	0.52%
		Native Hawaiian/Islander	0.07%
		Other Race	11.77%
		Two or More Races	11.77%
		Hispanic	31.34%

Cameron
Hometown, Texas

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DESCRIPTION	DATA	%
Population		
2029 Projection	15,225	
2024 Estimate	14,823	
2020 Census	14,448	
2010 Census	15,145	
Growth 2024 - 2029		2.71%
Growth 2020 - 2024		2.60%
Growth 2010 - 2020		-4.59%
2024 Est. Population by Single-Classification Race	14,823	
White Alone	9,400	63.42%
Black or African American Alone	1,771	11.95%
Amer. Indian and Alaska Native Alone	74	0.50%
Asian Alone	77	0.52%
Native Hawaiian and Other Pacific Island Alone	11	0.07%
Some Other Race Alone	1,745	11.77%
Two or More Races	1,745	11.77%
2024 Est. Population by Hispanic or Latino Origin	14,823	
Not Hispanic or Latino	10,177	68.66%
Hispanic or Latino	4,646	31.34%
Mexican	4,189	90.16%
Puerto Rican	71	1.53%
Cuban	4	0.09%
All Other Hispanic or Latino	382	8.22%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	4,646	
White Alone	1,549	33.34%
Black or African American Alone	71	1.53%
American Indian and Alaska Native Alone	46	0.99%
Asian Alone	7	0.15%
Native Hawaiian and Other Pacific Islander Alone	2	0.04%
Some Other Race Alone	1,701	36.61%
Two or More Races	1,269	27.31%
2024 Est. Pop by Race, Asian Alone, by Category	77	
Chinese, except Taiwanese	13	16.88%
Filipino	7	9.09%
Japanese	11	14.29%
Asian Indian	6	7.79%
Korean	0	0.00%
Vietnamese	32	41.56%
Cambodian	8	10.39%
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	14,823	
Arab	0	0.00%
Czech	476	3.21%
Danish	10	0.07%
Dutch	40	0.27%
English	1,265	8.53%
French (except Basque)	133	0.90%
French Canadian	15	0.10%
German	1,921	12.96%
Greek	2	0.01%
Hungarian	33	0.22%
Irish	848	5.72%
Italian	283	1.91%
Lithuanian	11	0.07%
United States or American	548	3.70%
Norwegian	19	0.13%
Polish	41	0.28%
Portuguese	0	0.00%
Russian	8	0.05%
Scottish	185	1.25%
Scotch-Irish	169	1.14%
Slovak	3	0.02%
Subsaharan African	149	1.00%
Swedish	46	0.31%
Swiss	16	0.11%
Ukrainian	0	0.00%
Welsh	35	0.24%
West Indian (except Hisp. groups)	3	0.02%
Other ancestries	5,567	37.56%
Ancestry Unclassified	2,997	20.22%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	11,290	80.58%
Speak Asian/Pacific Island Language at Home	41	0.29%
Speak IndoEuropean Language at Home	153	1.09%
Speak Spanish at Home	2,500	17.84%
Speak Other Language at Home	26	0.19%

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DESCRIPTION	DATA	%
2024 Est. Population by Age	14,823	
Age 0 - 4	813	5.49%
Age 5 - 9	852	5.75%
Age 10 - 14	977	6.59%
Age 15 - 17	668	4.51%
Age 18 - 20	647	4.37%
Age 21 - 24	777	5.24%
Age 25 - 34	1,465	9.88%
Age 35 - 44	1,599	10.79%
Age 45 - 54	1,591	10.73%
Age 55 - 64	1,886	12.72%
Age 65 - 74	2,013	13.58%
Age 75 - 84	1,129	7.62%
Age 85 and over	407	2.75%
Age 16 and over	11,960	80.68%
Age 18 and over	11,514	77.68%
Age 21 and over	10,867	73.31%
Age 65 and over	3,549	23.94%
2024 Est. Median Age		42.61
2024 Est. Average Age		42.47
2024 Est. Population by Sex	14,823	
Male	7,320	49.38%
Female	7,502	50.61%
2024 Est. Male Population by Age	7,320	
Age 0 - 4	407	5.56%
Age 5 - 9	418	5.71%
Age 10 - 14	499	6.82%
Age 15 - 17	365	4.99%
Age 18 - 20	354	4.84%
Age 21 - 24	416	5.68%
Age 25 - 34	747	10.21%
Age 35 - 44	777	10.62%
Age 45 - 54	790	10.79%
Age 55 - 64	901	12.31%
Age 65 - 74	987	13.48%
Age 75 - 84	516	7.05%
Age 85 and over	143	1.95%
2024 Est. Median Age, Male		40.88
2024 Est. Average Age, Male		41.34
2024 Est. Female Population by Age	7,502	
Age 0 - 4	405	5.40%
Age 5 - 9	434	5.79%
Age 10 - 14	477	6.36%
Age 15 - 17	303	4.04%
Age 18 - 20	293	3.91%
Age 21 - 24	361	4.81%
Age 25 - 34	718	9.57%
Age 35 - 44	822	10.96%
Age 45 - 54	801	10.68%
Age 55 - 64	985	13.13%
Age 65 - 74	1,027	13.69%
Age 75 - 84	612	8.16%
Age 85 and over	263	3.51%
2024 Est. Median Age, Female		44.25
2024 Est. Average Age, Female		43.57

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	3,095	25.41%
Males, Never Married	1,882	15.45%
Females, Never Married	1,213	9.96%
Married, Spouse present	5,714	46.91%
Married, Spouse absent	579	4.75%
Widowed	1,028	8.44%
Males Widowed	288	2.36%
Females Widowed	740	6.08%
Divorced	1,766	14.50%
Males Divorced	813	6.67%
Females Divorced	954	7.83%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	835	8.28%
Some High School, no diploma	986	9.77%
High School Graduate (or GED)	4,009	39.73%
Some College, no degree	2,071	20.52%
Associate Degree	769	7.62%
Bachelor's Degree	991	9.82%
Master's Degree	347	3.44%
Professional School Degree	58	0.57%
Doctorate Degree	24	0.24%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	914	36.65%
High School Graduate	832	33.36%
Some College or Associate's Degree	477	19.13%
Bachelor's Degree or Higher	272	10.91%
Households		
2029 Projection	5,929	
2024 Estimate	5,730	
2020 Census	5,554	
2010 Census	5,667	
Growth 2024 - 2029		3.47%
Growth 2020 - 2024		3.17%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	5,730	
Family Households	3,903	68.11%
Nonfamily Households	1,827	31.89%
2024 Est. Group Quarters Population	411	
2024 Households by Ethnicity, Hispanic/Latino	1,363	

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DESCRIPTION	DATA	%
2024 Est. Households by Household Income	5,730	
Income < \$15,000	678	11.83%
Income \$15,000 - \$24,999	563	9.83%
Income \$25,000 - \$34,999	619	10.80%
Income \$35,000 - \$49,999	727	12.69%
Income \$50,000 - \$74,999	1,073	18.73%
Income \$75,000 - \$99,999	656	11.45%
Income \$100,000 - \$124,999	418	7.29%
Income \$125,000 - \$149,999	262	4.57%
Income \$150,000 - \$199,999	388	6.77%
Income \$200,000 - \$249,999	165	2.88%
Income \$250,000 - \$499,999	123	2.15%
Income \$500,000+	59	1.03%
2024 Est. Average Household Income		\$79,158
2024 Est. Median Household Income		\$55,939
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$58,187
Black or African American Alone		\$51,667
American Indian and Alaska Native Alone		\$61,177
Asian Alone		\$118,433
Native Hawaiian and Other Pacific Islander Alone		\$87,500
Some Other Race Alone		\$41,581
Two or More Races		\$66,933
Hispanic or Latino		\$40,908
Not Hispanic or Latino		\$61,040
2024 Est. HH by Type and Presence of Own Child.	5,730	
Family Households with Children	1,464	25.55%
Family Households without Children	4,266	74.45%
Married-Couple Families	2,709	47.28%
Married-Couple Family, own children	1,025	17.89%
Married-Couple Family, no own children	1,684	29.39%
Cohabiting-Couple Families	158	2.76%
Cohabiting-Couple Family, own children	40	0.70%
Cohabiting-Couple Family, no own children	119	2.08%
Male Householder Families	1,347	23.51%
Male Householder, own children	105	1.83%
Male Householder, no own children	193	3.37%
Male Householder, only Nonrelatives	26	0.45%
Male Householder, Living Alone	1,024	17.87%
Female Householder Families	1,516	26.46%
Female Householder, own children	295	5.15%
Female Householder, no own children	417	7.28%
Female Householder, only Nonrelatives	68	1.19%
Female Householder, Living Alone	736	12.85%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	5,730	
1-person	1,756	30.65%
2-person	1,798	31.38%
3-person	813	14.19%
4-person	666	11.62%
5-person	384	6.70%
6-person	177	3.09%
7-or-more-person	137	2.39%
2024 Est. Average Household Size		2.51
2024 Est. Households by Number of Vehicles	5,730	
No Vehicles	315	5.50%
1 Vehicle	1,808	31.55%
2 Vehicles	2,299	40.12%
3 Vehicles	908	15.85%
4 Vehicles	321	5.60%
5 or more Vehicles	79	1.38%
2024 Est. Average Number of Vehicles		1.9
Family Households		
2029 Projection	4,041	
2024 Estimate	3,903	
2020 Estimate	3,680	
2010 Census	3,859	
Growth 2024 - 2029		3.54%
Growth 2020 - 2024		6.06%
Growth 2010 - 2020		-4.63%
2024 Est. Families by Poverty Status	3,903	
2024 Families at or Above Poverty	3,181	81.50%
2024 Families at or Above Poverty with Children	1,177	30.16%
2024 Families Below Poverty	721	18.47%
2024 Families Below Poverty with Children	492	12.61%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	6,155	51.46%
Civilian Labor Force, Unemployed	464	3.88%
Armed Forces	0	0.00%
Not in Labor Force	5,342	44.67%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	3,908	64.89%
Non-Profit Private Workers	639	10.61%
Local Government Workers	95	1.58%
State Government Workers	277	4.60%
Federal Government Workers	421	6.99%
Self-Employed Workers	663	11.01%
Unpaid Family Workers	19	0.32%

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DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	83	1.38%
Arts/Entertainment/Sports	34	0.56%
Building Grounds Maintenance	202	3.35%
Business/Financial Operations	137	2.27%
Community/Social Services	187	3.10%
Computer/Mathematical	41	0.68%
Construction/Extraction	632	10.50%
Education/Training/Library	542	9.00%
Farming/Fishing/Forestry	75	1.25%
Food Prep/Serving	314	5.21%
Health Practitioner/Technician	343	5.70%
Healthcare Support	211	3.50%
Maintenance Repair	372	6.18%
Legal	19	0.32%
Life/Physical/Social Science	1	0.02%
Management	742	12.32%
Office/Admin. Support	571	9.48%
Production	278	4.62%
Protective Services	43	0.71%
Sales/Related	508	8.44%
Personal Care/Service	70	1.16%
Transportation/Moving	616	10.23%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	3,208	53.27%
Blue Collar	1,898	31.52%
Service and Farm	915	15.19%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	4,489	78.17%
Car Pooled	748	13.03%
Public Transportation	28	0.49%
Walked	89	1.55%
Bicycle	0	0.00%
Other Means	84	1.46%
Worked at Home	306	5.33%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	2,064	
15 - 29 Minutes	1,273	
30 - 44 Minutes	1,088	
45 - 59 Minutes	504	
60 or more Minutes	520	
2024 Est. Avg Travel Time to Work in Minutes		
		28
2024 Est. Occupied Housing Units by Tenure		
Owner Occupied	3,836	56.76%
Renter Occupied	1,894	33.05%
2024 Owner Occ. HUs: Avg. Length of Residence		
		20.19 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		
		7.66 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value		
Value Less than \$20,000	211	5.50%
Value \$20,000 - \$39,999	276	7.20%
Value \$40,000 - \$59,999	264	6.88%
Value \$60,000 - \$79,999	275	7.17%
Value \$80,000 - \$99,999	571	14.89%
Value \$100,000 - \$149,999	614	16.01%
Value \$150,000 - \$199,999	444	11.58%
Value \$200,000 - \$299,999	545	14.21%
Value \$300,000 - \$399,999	325	8.47%
Value \$400,000 - \$499,999	164	4.28%
Value \$500,000 - \$749,999	77	2.01%
Value \$750,000 - \$999,999	40	1.04%
Value \$1,000,000 or \$1,499,999	27	0.70%
Value \$1,500,000 or \$1,999,999	3	0.08%
Value \$2,000,000+	2	0.05%
2024 Est. Median All Owner-Occupied Housing Value		
		\$120,136
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	5,253	77.73%
1 Unit Attached	38	0.56%
2 Units	198	2.93%
3 or 4 Units	232	3.43%
5 to 19 Units	200	2.96%
20 to 49 Units	32	0.47%
50 or More Units	60	0.89%
Mobile Home or Trailer	736	10.89%
Boat, RV, Van, etc.	9	0.13%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	215	3.18%
Housing Units Built 2010 to 2019	481	7.12%
Housing Units Built 2000 to 2009	456	6.75%
Housing Units Built 1990 to 1999	722	10.68%
Housing Units Built 1980 to 1989	893	13.21%
Housing Units Built 1970 to 1979	1,456	21.55%
Housing Units Built 1960 to 1969	789	11.68%
Housing Units Built 1950 to 1959	963	14.25%
Housing Units Built 1940 to 1949	260	3.85%
Housing Unit Built 1939 or Earlier	524	7.75%
2024 Est. Median Year Structure Built		
		1976

[†] 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.



The**Retail**Coach®

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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