



The**Retail**Coach®

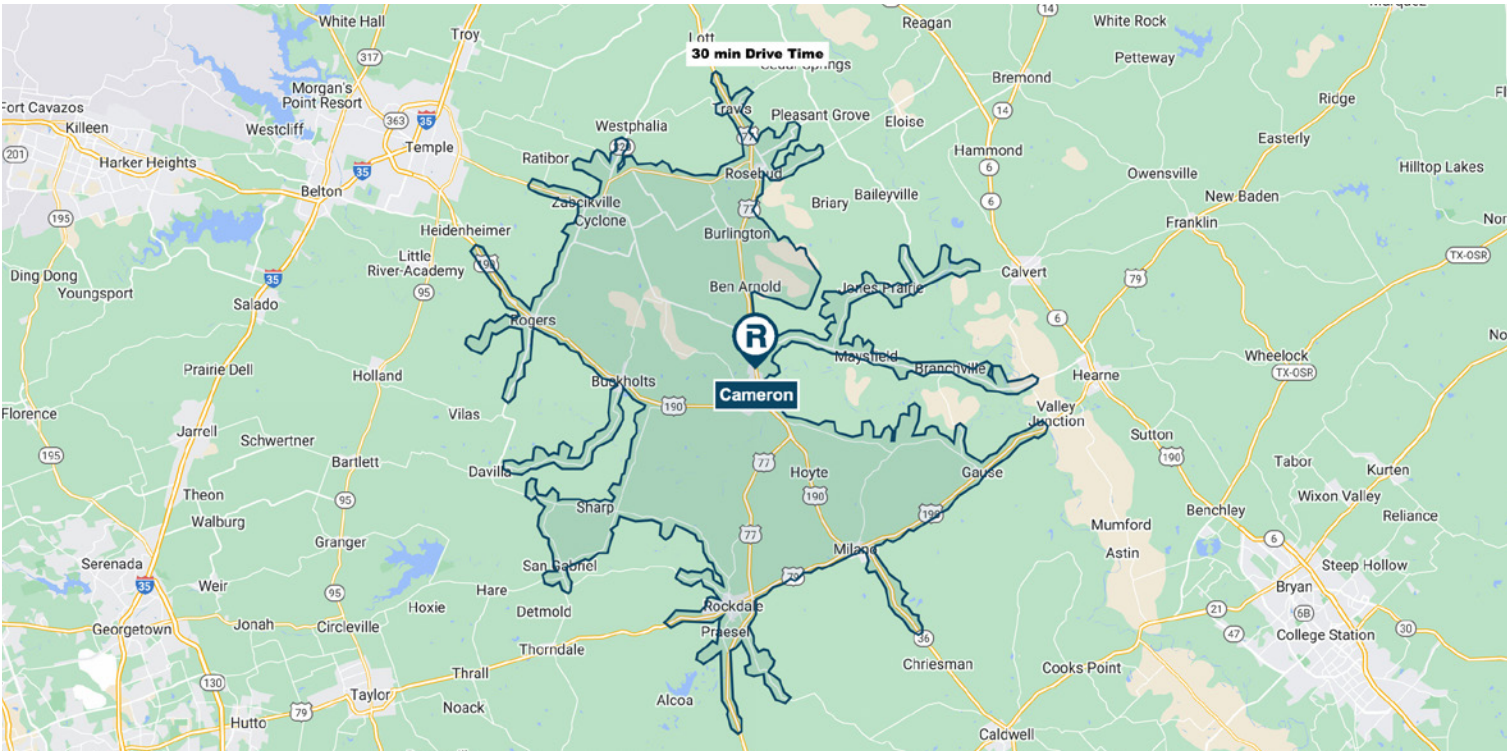
# 30-Minute Drive Time Demographic Profile

CAMERON, TEXAS

Prepared for Cameron Industrial Foundation  
January 2024

# 30-Minute Drive Time • Demographic Snapshot

Cameron, Texas



Population		Age	
2020	28,836	0 - 9 Years	11.37%
2024	29,829	10 - 17 Years	10.84%
2029	30,937	18 - 24 Years	9.24%
Educational Attainment (%)		25 - 34 Years	9.76%
Graduate or Professional Degree	4.66%	35 - 44 Years	10.80%
Bachelors Degree	10.83%	45 - 54 Years	10.94%
Associate Degree	7.94%	55 - 64 Years	13.30%
Some College	21.74%	65 and Older	23.76%
High School Graduate (or GED)	40.46%	Median Age	43.17
Some High School, No Degree	8.19%	Average Age	42.59
Less than 9th Grade	6.18%	Race Distribution (%)	
Income		White	67.56%
Average HH	\$84,157	Black/African American	9.89%
Median HH	\$61,118	American Indian/Alaskan	0.61%
Per Capita	\$33,402	Asian	0.52%
		Native Hawaiian/Islander	0.09%
		Other Race	10.10%
		Two or More Races	11.24%
		Hispanic	27.29%



## Ginger Watkins

Cameron Industrial Foundation  
Economic Development Director

P.O. Box 432  
102 East First Street  
Cameron, Texas 76520

Phone 254.697.4970  
Cell 254.482.1119  
gwatkins@cameronindustrialfoundation.com  
www.cameronindustrialfoundation.com

## Aaron Farmer

The Retail Coach, LLC  
President

Office 662.844.2155  
Cell 662.231.0608  
AFarmer@TheRetailCoach.net  
www.TheRetailCoach.net



# 30-Minute Drive Time • Demographic Profile

Cameron, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2029 Projection	30,937	
2024 Estimate	29,829	
2020 Census	28,836	
2010 Census	29,402	
Growth 2024 - 2029		3.71%
Growth 2020 - 2024		3.44%
Growth 2010 - 2020		-1.92%
<b>2024 Est. Population by Single-Classification Race</b>	<b>29,829</b>	
White Alone	20,151	67.56%
Black or African American Alone	2,949	9.89%
Amer. Indian and Alaska Native Alone	182	0.61%
Asian Alone	156	0.52%
Native Hawaiian and Other Pacific Island Alone	26	0.09%
Some Other Race Alone	3,012	10.10%
Two or More Races	3,354	11.24%
<b>2024 Est. Population by Hispanic or Latino Origin</b>	<b>29,829</b>	
Not Hispanic or Latino	21,688	72.71%
Hispanic or Latino	8,140	27.29%
Mexican	7,135	87.65%
Puerto Rican	156	1.92%
Cuban	10	0.12%
All Other Hispanic or Latino	840	10.32%
<b>2024 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>8,140</b>	
White Alone	2,700	33.17%
Black or African American Alone	118	1.45%
American Indian and Alaska Native Alone	108	1.33%
Asian Alone	10	0.12%
Native Hawaiian and Other Pacific Islander Alone	6	0.07%
Some Other Race Alone	2,906	35.70%
Two or More Races	2,293	28.17%
<b>2024 Est. Pop by Race, Asian Alone, by Category</b>	<b>156</b>	
Chinese, except Taiwanese	25	16.03%
Filipino	11	7.05%
Japanese	35	22.44%
Asian Indian	10	6.41%
Korean	1	0.64%
Vietnamese	54	34.62%
Cambodian	13	8.33%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	3	1.92%
All Other Asian Races Including 2+ Category	2	1.28%

DESCRIPTION	DATA	%
<b>2024 Est. Population by Ancestry</b>	<b>29,829</b>	
Arab	3	0.01%
Czech	1,036	3.47%
Danish	16	0.05%
Dutch	103	0.35%
English	2,387	8.00%
French (except Basque)	352	1.18%
French Canadian	46	0.15%
German	3,897	13.07%
Greek	10	0.03%
Hungarian	65	0.22%
Irish	1,856	6.22%
Italian	549	1.84%
Lithuanian	27	0.09%
United States or American	1,299	4.36%
Norwegian	51	0.17%
Polish	151	0.51%
Portuguese	5	0.02%
Russian	20	0.07%
Scottish	436	1.46%
Scotch-Irish	339	1.14%
Slovak	6	0.02%
Subsaharan African	169	0.57%
Swedish	199	0.67%
Swiss	29	0.10%
Ukrainian	3	0.01%
Welsh	69	0.23%
West Indian (except Hisp. groups)	13	0.04%
Other ancestries	10,274	34.44%
Ancestry Unclassified	6,416	21.51%
<b>2024 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	23,557	83.70%
Speak Asian/Pacific Island Language at Home	85	0.30%
Speak IndoEuropean Language at Home	285	1.01%
Speak Spanish at Home	4,106	14.59%
Speak Other Language at Home	113	0.40%



# 30-Minute Drive Time • Demographic Profile

Cameron, Texas

DESCRIPTION	DATA	%
<b>2024 Est. Population by Age</b>	<b>29,829</b>	
Age 0 - 4	1,683	5.64%
Age 5 - 9	1,708	5.73%
Age 10 - 14	1,943	6.51%
Age 15 - 17	1,291	4.33%
Age 18 - 20	1,255	4.21%
Age 21 - 24	1,501	5.03%
Age 25 - 34	2,911	9.76%
Age 35 - 44	3,220	10.80%
Age 45 - 54	3,262	10.94%
Age 55 - 64	3,967	13.30%
Age 65 - 74	4,088	13.71%
Age 75 - 84	2,243	7.52%
Age 85 and over	756	2.53%
Age 16 and over	24,065	80.68%
Age 18 and over	23,204	77.79%
Age 21 and over	21,949	73.58%
Age 65 and over	7,087	23.76%
2024 Est. Median Age		43.17
2024 Est. Average Age		42.59
<b>2024 Est. Population by Sex</b>	<b>29,829</b>	
Male	14,822	49.69%
Female	15,007	50.31%
<b>2024 Est. Male Population by Age</b>	<b>14,822</b>	
Age 0 - 4	857	5.78%
Age 5 - 9	867	5.85%
Age 10 - 14	1,017	6.86%
Age 15 - 17	694	4.68%
Age 18 - 20	675	4.55%
Age 21 - 24	791	5.34%
Age 25 - 34	1,461	9.86%
Age 35 - 44	1,550	10.46%
Age 45 - 54	1,593	10.75%
Age 55 - 64	1,948	13.14%
Age 65 - 74	2,015	13.60%
Age 75 - 84	1,065	7.18%
Age 85 and over	289	1.95%
2024 Est. Median Age, Male		41.81
2024 Est. Average Age, Male		41.63
<b>2024 Est. Female Population by Age</b>	<b>15,007</b>	
Age 0 - 4	826	5.50%
Age 5 - 9	840	5.60%
Age 10 - 14	926	6.17%
Age 15 - 17	597	3.98%
Age 18 - 20	580	3.87%
Age 21 - 24	711	4.74%
Age 25 - 34	1,450	9.66%
Age 35 - 44	1,670	11.13%
Age 45 - 54	1,669	11.12%
Age 55 - 64	2,019	13.45%
Age 65 - 74	2,074	13.82%
Age 75 - 84	1,178	7.85%
Age 85 and over	467	3.11%
2024 Est. Median Age, Female		44.43
2024 Est. Average Age, Female		43.53

DESCRIPTION	DATA	%
<b>2024 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	6,402	26.14%
Males, Never Married	3,741	15.27%
Females, Never Married	2,661	10.86%
Married, Spouse present	12,031	49.12%
Married, Spouse absent	968	3.95%
Widowed	1,897	7.74%
Males Widowed	540	2.20%
Females Widowed	1,357	5.54%
Divorced	3,197	13.05%
Males Divorced	1,485	6.06%
Females Divorced	1,712	6.99%
<b>2024 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	1,264	6.18%
Some High School, no diploma	1,675	8.19%
High School Graduate (or GED)	8,273	40.46%
Some College, no degree	4,446	21.74%
Associate Degree	1,623	7.94%
Bachelor's Degree	2,214	10.83%
Master's Degree	717	3.51%
Professional School Degree	162	0.79%
Doctorate Degree	74	0.36%
<b>2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	1,476	33.84%
High School Graduate	1,429	32.76%
Some College or Associate's Degree	893	20.47%
Bachelor's Degree or Higher	563	12.91%
<b>Households</b>		
2029 Projection	12,168	
2024 Estimate	11,659	
2020 Census	11,205	
2010 Census	11,128	
Growth 2024 - 2029		4.37%
Growth 2020 - 2024		4.05%
Growth 2010 - 2020		0.00%
<b>2024 Est. Households by Household Type</b>	<b>11,659</b>	
Family Households	8,126	69.70%
Nonfamily Households	3,533	30.3%
2024 Est. Group Quarters Population	454	
2024 Households by Ethnicity, Hispanic/Latino	2,356	

# 30-Minute Drive Time • Demographic Profile

Cameron, Texas

DESCRIPTION	DATA	%
<b>2024 Est. Households by Household Income</b>	<b>11,659</b>	
Income < \$15,000	1,227	10.52%
Income \$15,000 - \$24,999	1,015	8.71%
Income \$25,000 - \$34,999	1,163	9.98%
Income \$35,000 - \$49,999	1,454	12.47%
Income \$50,000 - \$74,999	2,050	17.58%
Income \$75,000 - \$99,999	1,546	13.26%
Income \$100,000 - \$124,999	1,016	8.71%
Income \$125,000 - \$149,999	622	5.33%
Income \$150,000 - \$199,999	779	6.68%
Income \$200,000 - \$249,999	361	3.10%
Income \$250,000 - \$499,999	304	2.61%
Income \$500,000+	124	1.06%
2024 Est. Average Household Income		\$84,157
2024 Est. Median Household Income		\$61,118
<b>2024 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$65,537
Black or African American Alone		\$47,363
American Indian and Alaska Native Alone		\$61,000
Asian Alone		\$85,966
Native Hawaiian and Other Pacific Islander Alone		\$75,000
Some Other Race Alone		\$41,875
Two or More Races		\$65,873
Hispanic or Latino		\$43,978
Not Hispanic or Latino		\$65,346
<b>2024 Est. HH by Type and Presence of Own Child.</b>	<b>11,659</b>	
Family Households with Children	2,993	25.67%
Family Households without Children	8,666	74.33%
<b>Married-Couple Families</b>	<b>5,963</b>	<b>51.15%</b>
Married-Couple Family, own children	2,246	19.26%
Married-Couple Family, no own children	3,716	31.87%
<b>Cohabiting-Couple Families</b>	<b>323</b>	<b>2.77%</b>
Cohabiting-Couple Family, own children	73	0.63%
Cohabiting-Couple Family, no own children	250	2.14%
<b>Male Householder Families</b>	<b>2,322</b>	<b>19.92%</b>
Male Householder, own children	145	1.24%
Male Householder, no own children	369	3.16%
Male Householder, only Nonrelatives	60	0.52%
Male Householder, Living Alone	1,748	14.99%
<b>Female Householder Families</b>	<b>3,052</b>	<b>26.18%</b>
Female Householder, own children	528	4.53%
Female Householder, no own children	856	7.34%
Female Householder, only Nonrelatives	124	1.06%
Female Householder, Living Alone	1,544	13.24%

DESCRIPTION	DATA	%
<b>2024 Est. Households by Household Size</b>	<b>11,659</b>	
1-person	3,377	28.96%
2-person	3,903	33.48%
3-person	1,644	14.10%
4-person	1,341	11.50%
5-person	773	6.63%
6-person	353	3.03%
7-or-more-person	269	2.31%
2024 Est. Average Household Size		2.51
<b>2024 Est. Households by Number of Vehicles</b>	<b>11,659</b>	
No Vehicles	657	5.63%
1 Vehicle	3,202	27.46%
2 Vehicles	4,622	39.64%
3 Vehicles	2,258	19.37%
4 Vehicles	679	5.82%
5 or more Vehicles	242	2.08%
2024 Est. Average Number of Vehicles		2.0
<b>Family Households</b>		
2029 Projection	8,487	
2024 Estimate	8,126	
2020 Estimate	7,597	
2010 Census	7,747	
Growth 2024 - 2029		4.44%
Growth 2020 - 2024		6.96%
Growth 2010 - 2020		-1.93%
<b>2024 Est. Families by Poverty Status</b>	<b>8,126</b>	
2024 Families at or Above Poverty	6,979	85.89%
2024 Families at or Above Poverty with Children	2,752	33.87%
2024 Families Below Poverty	1,146	14.10%
2024 Families Below Poverty with Children	694	8.54%
<b>2024 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	12,694	52.75%
Civilian Labor Force, Unemployed	902	3.75%
Armed Forces	3	0.01%
Not in Labor Force	10,466	43.49%
<b>2024 Est. Civ. Employed Pop 16+ by Class of Worker</b>		
For-Profit Private Workers	8,230	64.76%
Non-Profit Private Workers	1,205	9.48%
Local Government Workers	255	2.01%
State Government Workers	677	5.33%
Federal Government Workers	957	7.53%
Self-Employed Workers	1,329	10.46%
Unpaid Family Workers	54	0.43%



# 30-Minute Drive Time • Demographic Profile

Cameron, Texas

DESCRIPTION	DATA	%
<b>2024 Est. Civ. Employed Pop 16+ by Occupation</b>		
Architect/Engineer	201	1.58%
Arts/Entertainment/Sports	107	0.84%
Building Grounds Maintenance	522	4.11%
Business/Financial Operations	326	2.56%
Community/Social Services	247	1.94%
Computer/Mathematical	127	1.00%
Construction/Extraction	1,407	11.07%
Education/Training/Library	1,034	8.14%
Farming/Fishing/Forestry	136	1.07%
Food Prep/Serving	681	5.36%
Health Practitioner/Technician	705	5.55%
Healthcare Support	436	3.43%
Maintenance Repair	617	4.86%
Legal	47	0.37%
Life/Physical/Social Science	9	0.07%
Management	1,291	10.16%
Office/Admin. Support	1,522	11.98%
Production	602	4.74%
Protective Services	124	0.98%
Sales/Related	1,205	9.48%
Personal Care/Service	252	1.98%
Transportation/Moving	1,110	8.74%
<b>2024 Est. Pop 16+ by Occupation Classification</b>		
White Collar	6,821	53.67%
Blue Collar	3,735	29.39%
Service and Farm	2,152	16.93%
<b>2024 Est. Workers Age 16+ by Transp. to Work</b>		
Drove Alone	9,741	79.60%
Car Pooled	1,320	10.79%
Public Transportation	63	0.52%
Walked	207	1.69%
Bicycle	1	0.01%
Other Means	141	1.15%
Worked at Home	764	6.24%
<b>2024 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	3,824	
15 - 29 Minutes	2,961	
30 - 44 Minutes	2,237	
45 - 59 Minutes	1,141	
60 or more Minutes	1,324	
2024 Est. Avg Travel Time to Work in Minutes		29
<b>2024 Est. Occupied Housing Units by Tenure</b>		
Owner Occupied	8,397	61.02%
Renter Occupied	3,263	27.99%
2024 Owner Occ. HUs: Avg. Length of Residence		18.87 <sup>†</sup>
2024 Renter Occ. HUs: Avg. Length of Residence		7.63 <sup>†</sup>

DESCRIPTION	DATA	%
<b>2024 Est. Owner-Occupied Housing Units by Value</b>		
Value Less than \$20,000	401	4.78%
Value \$20,000 - \$39,999	509	6.06%
Value \$40,000 - \$59,999	475	5.66%
Value \$60,000 - \$79,999	551	6.56%
Value \$80,000 - \$99,999	968	11.53%
Value \$100,000 - \$149,999	1,313	15.64%
Value \$150,000 - \$199,999	954	11.36%
Value \$200,000 - \$299,999	1,217	14.49%
Value \$300,000 - \$399,999	869	10.35%
Value \$400,000 - \$499,999	516	6.14%
Value \$500,000 - \$749,999	298	3.55%
Value \$750,000 - \$999,999	159	1.89%
Value \$1,000,000 or \$1,499,999	129	1.54%
Value \$1,500,000 or \$1,999,999	15	0.18%
Value \$2,000,000+	21	0.25%
2024 Est. Median All Owner-Occupied Housing Value		\$149,043
<b>2024 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	10,695	77.71%
1 Unit Attached	161	1.17%
2 Units	380	2.76%
3 or 4 Units	284	2.06%
5 to 19 Units	341	2.48%
20 to 49 Units	38	0.28%
50 or More Units	79	0.57%
Mobile Home or Trailer	1,752	12.73%
Boat, RV, Van, etc.	32	0.23%
<b>2024 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2020 or later	505	3.67%
Housing Units Built 2010 to 2019	1,028	7.47%
Housing Units Built 2000 to 2009	1,587	11.53%
Housing Units Built 1990 to 1999	1,653	12.01%
Housing Units Built 1980 to 1989	1,778	12.92%
Housing Units Built 1970 to 1979	2,494	18.12%
Housing Units Built 1960 to 1969	1,379	10.02%
Housing Units Built 1950 to 1959	1,746	12.69%
Housing Units Built 1940 to 1949	558	4.05%
Housing Unit Built 1939 or Earlier	1,035	7.52%
2024 Est. Median Year Structure Built		1979

<sup>†</sup> 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.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Claritas, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, 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 Google, Nielsen, ESRI and/or Microsoft Corporation.

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