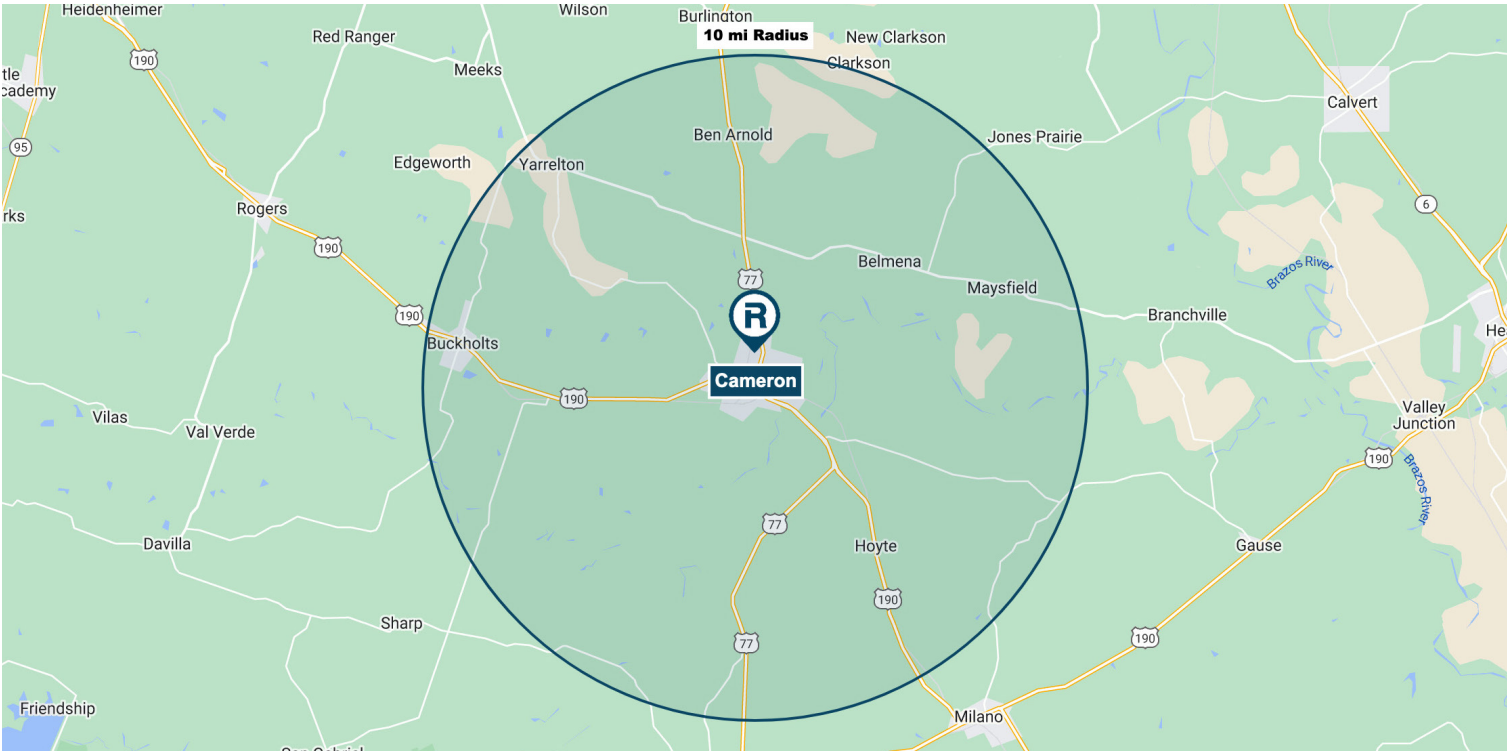# TheRetailCoach®

10-Mile Radial Demographic Profile
CAMERON, TEXAS

Prepared for Cameron Industrial Foundation
January 2024

10-Mile Radial • Demographic Snapshot

Cameron, Texas

Population

2020	9,128
2024	9,402
2029	9,676

Educational Attainment (%)

Graduate or Professional Degree	4.68%
Bachelors Degree	10.84%
Associate Degree	7.61%
Some College	19.00%
High School Graduate (or GED)	40.41%
Some High School, No Degree	9.87%
Less than 9th Grade	7.61%

Income

Average HH	$83,681
Median HH	$61,359
Per Capita	$33,408

Age

0 - 9 Years	10.25%
10 - 17 Years	10.79%
18 - 24 Years	9.48%
25 - 34 Years	9.40%
35 - 44 Years	10.54%
45 - 54 Years	10.86%
55 - 64 Years	12.89%
65 and Older	25.80%
Median Age	44.58
Average Age	43.69

Race Distribution (%)

White	63.24%
Black/African American	12.02%
American Indian/ Alaskan	0.49%
Asian	0.46%
Native Hawaiian/ Islander	0.10%
Other Race	12.33%
Two or More Races	11.36%
Hispanic	30.21%

Cameron — Hometown, Texas

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The Retail Coach.

10-Mile Radial • Demographic Profile

Cameron, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	9,676	
2024 Estimate	9,402	
2020 Census	9,128	
2010 Census	9,318	
Growth 2024 - 2029		2.91%
Growth 2020 - 2024		3.00%
Growth 2010 - 2020		-2.3%
2024 Est. Population by Single-Classification Race	**9,402**	
White Alone	5,946	63.24%
Black or African American Alone	1,130	12.02%
Amer. Indian and Alaska Native Alone	46	0.49%
Asian Alone	43	0.46%
Native Hawaiian and Other Pacific Island Alone	9	0.10%
Some Other Race Alone	1,159	12.33%
Two or More Races	1,068	11.36%
2024 Est. Population by Hispanic or Latino Origin	**9,402**	
Not Hispanic or Latino	6,562	69.79%
Hispanic or Latino	2,840	30.21%
Mexican	2,727	96.02%
Puerto Rican	3	0.11%
Cuban	1	0.04%
All Other Hispanic or Latino	109	3.84%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	**2,840**	
White Alone	842	29.65%
Black or African American Alone	36	1.27%
American Indian and Alaska Native Alone	31	1.09%
Asian Alone	6	0.21%
Native Hawaiian and Other Pacific Islander Alone	1	0.04%
Some Other Race Alone	1,137	40.03%
Two or More Races	787	27.71%
2024 Est. Pop by Race, Asian Alone, by Category	**43**	
Chinese, except Taiwanese	7	16.28%
Filipino	4	9.30%
Japanese	0	0.00%
Asian Indian	3	6.98%
Korean	0	0.00%
Vietnamese	30	69.77%
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	**9,402**	
Arab	0	0.00%
Czech	300	3.19%
Danish	10	0.11%
Dutch	29	0.31%
English	909	9.67%
French (except Basque)	40	0.43%
French Canadian	9	0.10%
German	1,183	12.58%
Greek	1	0.01%
Hungarian	0	0.00%
Irish	524	5.57%
Italian	197	2.10%
Lithuanian	4	0.04%
United States or American	277	2.95%
Norwegian	11	0.12%
Polish	16	0.17%
Portuguese	0	0.00%
Russian	0	0.00%
Scottish	111	1.18%
Scotch-Irish	31	0.33%
Slovak	0	0.00%
Subsaharan African	151	1.61%
Swedish	6	0.06%
Swiss	15	0.16%
Ukrainian	0	0.00%
Welsh	21	0.22%
West Indian (except Hisp. groups)	1	0.01%
Other ancestries	3,854	40.99%
Ancestry Unclassified	1,700	18.08%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	6,943	77.83%
Speak Asian/Pacific Island Language at Home	28	0.31%
Speak IndoEuropean Language at Home	23	0.26%
Speak Spanish at Home	1,927	21.60%
Speak Other Language at Home	0	0.00%

10-Mile Radial • Demographic Profile

Cameron, Texas

DESCRIPTION	DATA	%
2024 Est. Population by Age	**9,402**	
Age 0 - 4	481	5.12%
Age 5 - 9	483	5.14%
Age 10 - 14	598	6.36%
Age 15 - 17	416	4.42%
Age 18 - 20	404	4.30%
Age 21 - 24	487	5.18%
Age 25 - 34	884	9.40%
Age 35 - 44	991	10.54%
Age 45 - 54	1,021	10.86%
Age 55 - 64	1,212	12.89%
Age 65 - 74	1,361	14.48%
Age 75 - 84	785	8.35%
Age 85 and over	280	2.98%
Age 16 and over	7,701	81.91%
Age 18 and over	7,424	78.96%
Age 21 and over	7,020	74.67%
Age 65 and over	2,426	25.80%
2024 Est. Median Age		44.58
2024 Est. Average Age		43.69
2024 Est. Population by Sex	**9,402**	
Male	4,668	49.65%
Female	4,734	50.35%
2024 Est. Male Population by Age	**4,668**	
Age 0 - 4	240	5.14%
Age 5 - 9	232	4.97%
Age 10 - 14	302	6.47%
Age 15 - 17	221	4.73%
Age 18 - 20	215	4.61%
Age 21 - 24	266	5.70%
Age 25 - 34	468	10.03%
Age 35 - 44	484	10.37%
Age 45 - 54	510	10.93%
Age 55 - 64	586	12.55%
Age 65 - 74	681	14.59%
Age 75 - 84	366	7.84%
Age 85 and over	95	2.04%
2024 Est. Median Age, Male		43.07
2024 Est. Average Age, Male		42.69
2024 Est. Female Population by Age	**4,734**	
Age 0 - 4	240	5.07%
Age 5 - 9	251	5.30%
Age 10 - 14	296	6.25%
Age 15 - 17	195	4.12%
Age 18 - 20	188	3.97%
Age 21 - 24	221	4.67%
Age 25 - 34	416	8.79%
Age 35 - 44	506	10.69%
Age 45 - 54	512	10.82%
Age 55 - 64	625	13.20%
Age 65 - 74	680	14.36%
Age 75 - 84	419	8.85%
Age 85 and over	185	3.91%
2024 Est. Median Age, Female		46.09
2024 Est. Average Age, Female		44.65

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	1,904	24.29%
Males, Never Married	1,131	14.43%
Females, Never Married	773	9.86%
Married, Spouse present	3,743	47.74%
Married, Spouse absent	451	5.75%
Widowed	601	7.67%
Males Widowed	165	2.10%
Females Widowed	436	5.56%
Divorced	1,142	14.57%
Males Divorced	479	6.11%
Females Divorced	663	8.46%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	497	7.61%
Some High School, no diploma	645	9.87%
High School Graduate (or GED)	2,640	40.41%
Some College, no degree	1,241	19.00%
Associate Degree	497	7.61%
Bachelor's Degree	708	10.84%
Master's Degree	249	3.81%
Professional School Degree	37	0.57%
Doctorate Degree	20	0.31%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	660	43.28%
High School Graduate	512	33.57%
Some College or Associate's Degree	221	14.49%
Bachelor's Degree or Higher	132	8.66%
Households		
2029 Projection	3,770	
2024 Estimate	3,639	
2020 Census	3,520	
2010 Census	3,521	
Growth 2024 - 2029		3.60%
Growth 2020 - 2024		3.38%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	**3,639**	
Family Households	2,487	68.34%
Nonfamily Households	1,152	31.66%
2024 Est. Group Quarters Population	287	
2024 Households by Ethnicity, Hispanic/Latino	831	

10-Mile Radial • Demographic Profile

Cameron, Texas

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	**3,639**	
Income < $15,000	385	10.58%
Income $15,000 - $24,999	404	11.10%
Income $25,000 - $34,999	343	9.43%
Income $35,000 - $49,999	326	8.96%
Income $50,000 - $74,999	789	21.68%
Income $75,000 - $99,999	379	10.41%
Income $100,000 - $124,999	254	6.98%
Income $125,000 - $149,999	165	4.53%
Income $150,000 - $199,999	342	9.40%
Income $200,000 - $249,999	143	3.93%
Income $250,000 - $499,999	82	2.25%
Income $500,000+	27	0.74%
2024 Est. Average Household Income		$83,681
2024 Est. Median Household Income		$61,359
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$63,020
Black or African American Alone		$51,044
American Indian and Alaska Native Alone		$63,501
Asian Alone		$128,990
Native Hawaiian and Other Pacific Islander Alone		$0
Some Other Race Alone		$49,016
Two or More Races		$72,071
Hispanic or Latino		$48,363
Not Hispanic or Latino		$64,086
2024 Est. HH by Type and Presence of Own Child.	**3,639**	
Family Households with Children	991	27.23%
Family Households without Children	2,648	72.77%
Married-Couple Families	**1,746**	**47.98%**
Married-Couple Family, own children	619	17.01%
Married-Couple Family, no own children	1,127	30.97%
Cohabiting-Couple Families	**90**	**2.47%**
Cohabiting-Couple Family, own children	26	0.72%
Cohabiting-Couple Family, no own children	64	1.76%
Male Householder Families	**769**	**21.13%**
Male Householder, own children	105	2.88%
Male Householder, no own children	120	3.30%
Male Householder, only Nonrelatives	12	0.33%
Male Householder, Living Alone	533	14.65%
Female Householder Families	**1,034**	**28.41%**
Female Householder, own children	241	6.62%
Female Householder, no own children	237	6.51%
Female Householder, only Nonrelatives	67	1.84%
Female Householder, Living Alone	488	13.41%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	**3,639**	
1-person	1,055	28.99%
2-person	1,238	34.02%
3-person	496	13.63%
4-person	429	11.79%
5-person	233	6.40%
6-person	101	2.77%
7-or-more-person	88	2.42%
2024 Est. Average Household Size		2.50
2024 Est. Households by Number of Vehicles	**3,639**	
No Vehicles	206	5.66%
1 Vehicle	1,112	30.56%
2 Vehicles	1,480	40.67%
3 Vehicles	612	16.82%
4 Vehicles	198	5.44%
5 or more Vehicles	32	0.88%
2024 Est. Average Number of Vehicles		1.9
Family Households		
2029 Projection	2,579	
2024 Estimate	2,487	
2020 Estimate	2,360	
2010 Census	2,414	
Growth 2024 - 2029		3.70%
Growth 2020 - 2024		5.38%
Growth 2010 - 2020		-2.23%
2024 Est. Families by Poverty Status	**2,487**	
2024 Families at or Above Poverty	2,007	80.70%
2024 Families at or Above Poverty with Children	674	27.10%
2024 Families Below Poverty	480	19.30%
2024 Families Below Poverty with Children	358	14.40%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	3,821	49.62%
Civilian Labor Force, Unemployed	366	4.75%
Armed Forces	0	0.00%
Not in Labor Force	3,515	45.64%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	2,280	61.49%
Non-Profit Private Workers	332	8.95%
Local Government Workers	66	1.78%
State Government Workers	169	4.56%
Federal Government Workers	346	9.33%
Self-Employed Workers	501	13.51%
Unpaid Family Workers	13	0.35%

TheRetailCoach®

10-Mile Radial • Demographic Profile

Cameron, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	73	1.97%
Arts/Entertainment/Sports	32	0.86%
Building Grounds Maintenance	98	2.64%
Business/Financial Operations	65	1.75%
Community/Social Services	34	0.92%
Computer/Mathematical	37	1.00%
Construction/Extraction	372	10.03%
Education/Training/Library	473	12.76%
Farming/Fishing/Forestry	70	1.89%
Food Prep/Serving	201	5.42%
Health Practitioner/Technician	254	6.85%
Healthcare Support	130	3.51%
Maintenance Repair	183	4.93%
Legal	2	0.05%
Life/Physical/Social Science	1	0.03%
Management	512	13.81%
Office/Admin. Support	358	9.66%
Production	162	4.37%
Protective Services	14	0.38%
Sales/Related	292	7.87%
Personal Care/Service	53	1.43%
Transportation/Moving	293	7.90%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	2,131	57.47%
Blue Collar	1,010	27.24%
Service and Farm	567	15.29%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	2,729	76.89%
Car Pooled	502	14.15%
Public Transportation	1	0.03%
Walked	33	0.93%
Bicycle	0	0.00%
Other Means	60	1.69%
Worked at Home	225	6.34%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,355	
15 - 29 Minutes	642	
30 - 44 Minutes	717	
45 - 59 Minutes	318	
60 or more Minutes	290	
2024 Est. Avg Travel Time to Work in Minutes		28
2024 Est. Occupied Housing Units by Tenure	**3,639**	
Owner Occupied	2,495	58.40%
Renter Occupied	1,144	31.44%
2024 Owner Occ. HUs: Avg. Length of Residence		20.58[†]
2024 Renter Occ. HUs: Avg. Length of Residence		7.24[†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	**2,495**	
Value Less than $20,000	106	4.25%
Value $20,000 - $39,999	106	4.25%
Value $40,000 - $59,999	177	7.09%
Value $60,000 - $79,999	171	6.85%
Value $80,000 - $99,999	287	11.50%
Value $100,000 - $149,999	460	18.44%
Value $150,000 - $199,999	349	13.99%
Value $200,000 - $299,999	364	14.59%
Value $300,000 - $399,999	244	9.78%
Value $400,000 - $499,999	118	4.73%
Value $500,000 - $749,999	62	2.48%
Value $750,000 - $999,999	33	1.32%
Value $1,000,000 or $1,499,999	18	0.72%
Value $1,500,000 or $1,999,999	1	0.04%
Value $2,000,000+	0	0.00%
2024 Est. Median All Owner-Occupied Housing Value		$142,358
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	3,270	76.54%
1 Unit Attached	3	0.07%
2 Units	120	2.81%
3 or 4 Units	193	4.52%
5 to 19 Units	162	3.79%
20 to 49 Units	0	0.00%
50 or More Units	37	0.87%
Mobile Home or Trailer	479	11.21%
Boat, RV, Van, etc.	8	0.19%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	127	2.97%
Housing Units Built 2010 to 2019	379	8.87%
Housing Units Built 2000 to 2009	295	6.91%
Housing Units Built 1990 to 1999	457	10.70%
Housing Units Built 1980 to 1989	565	13.23%
Housing Units Built 1970 to 1979	928	21.72%
Housing Units Built 1960 to 1969	435	10.18%
Housing Units Built 1950 to 1959	564	13.20%
Housing Units Built 1940 to 1949	113	2.64%
Housing Unit Built 1939 or Earlier	410	9.60%
2024 Est. Median Year Structure Built		1977

[†] Years

TheRetailCoach

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.

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.

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