



The**Retail**Coach®

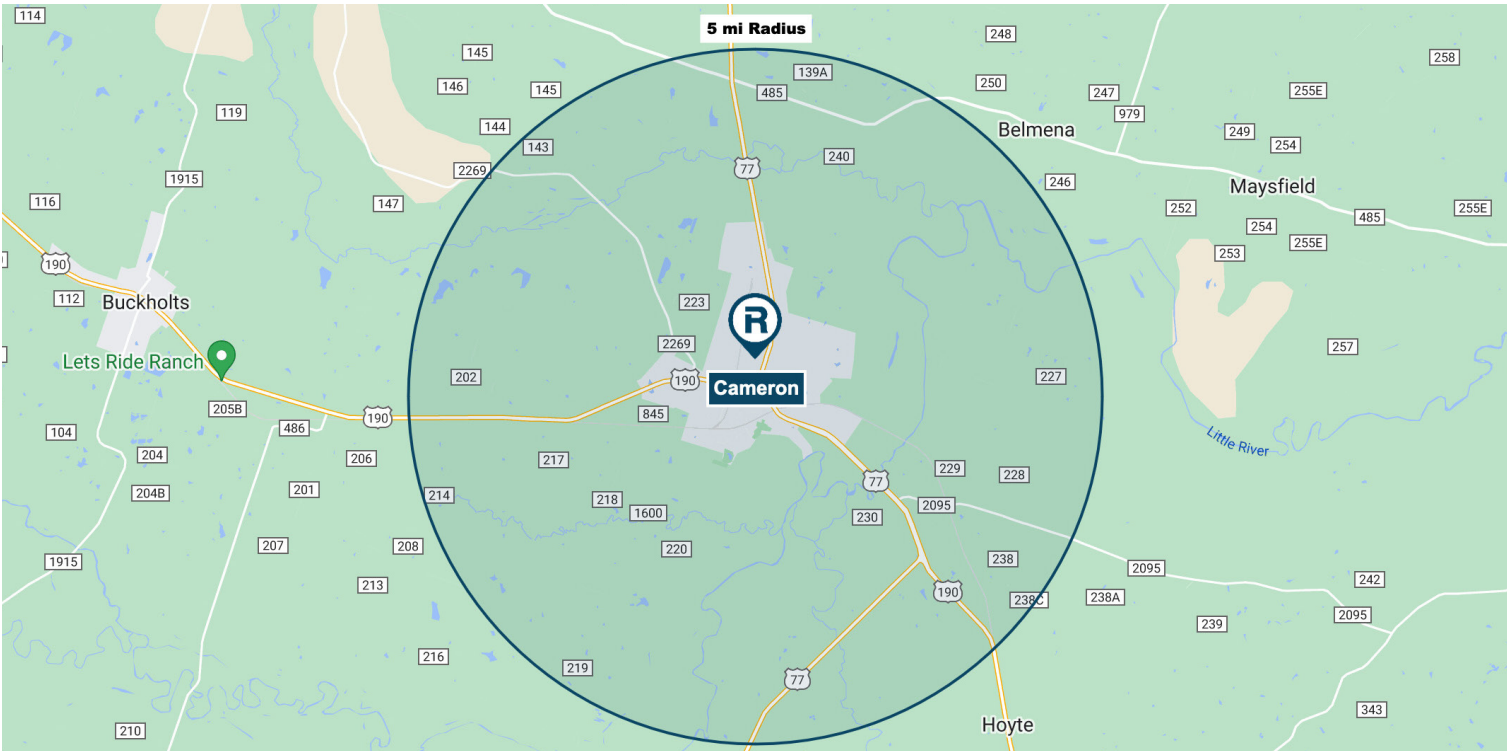
# 5-Mile Radial Demographic Profile

CAMERON, TEXAS

Prepared for Cameron Industrial Foundation  
January 2024

# 5-Mile Radial • Demographic Snapshot

Cameron, Texas



Population		Age	
2020	6,602	0 - 9 Years	10.20%
2024	6,782	10 - 17 Years	11.21%
2029	6,948	18 - 24 Years	9.86%
Educational Attainment (%)		25 - 34 Years	9.92%
Graduate or Professional Degree	4.01%	35 - 44 Years	10.66%
Bachelors Degree	10.97%	45 - 54 Years	10.97%
Associate Degree	6.80%	55 - 64 Years	12.06%
Some College	18.56%	65 and Older	25.10%
High School Graduate (or GED)	40.41%	Median Age	43.28
Some High School, No Degree	11.18%	Average Age	43.15
Less than 9th Grade	8.07%	Race Distribution (%)	
Income		White	59.11%
Average HH	\$82,098	Black/African American	14.94%
Median HH	\$61,103	American Indian/Alaskan	0.53%
Per Capita	\$32,612	Asian	0.44%
		Native Hawaiian/Islander	0.12%
		Other Race	13.42%
		Two or More Races	11.44%
		Hispanic	32.70%



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# 5-Mile Radial • Demographic Profile

Cameron, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2029 Projection	6,948	
2024 Estimate	6,782	
2020 Census	6,602	
2010 Census	6,725	
Growth 2024 - 2029		2.45%
Growth 2020 - 2024		2.73%
Growth 2010 - 2020		-1.82%
<b>2024 Est. Population by Single-Classification Race</b>	<b>6,782</b>	
White Alone	4,009	59.11%
Black or African American Alone	1,013	14.94%
Amer. Indian and Alaska Native Alone	36	0.53%
Asian Alone	30	0.44%
Native Hawaiian and Other Pacific Island Alone	8	0.12%
Some Other Race Alone	910	13.42%
Two or More Races	776	11.44%
<b>2024 Est. Population by Hispanic or Latino Origin</b>	<b>6,782</b>	
Not Hispanic or Latino	4,564	67.30%
Hispanic or Latino	2,218	32.70%
Mexican	2,204	99.37%
Puerto Rican	3	0.14%
Cuban	0	0.00%
All Other Hispanic or Latino	12	0.54%
<b>2024 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>2,218</b>	
White Alone	678	30.57%
Black or African American Alone	30	1.35%
American Indian and Alaska Native Alone	27	1.22%
Asian Alone	5	0.23%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	898	40.49%
Two or More Races	579	26.10%
<b>2024 Est. Pop by Race, Asian Alone, by Category</b>	<b>30</b>	
Chinese, except Taiwanese	4	13.33%
Filipino	3	10.00%
Japanese	0	0.00%
Asian Indian	3	10.00%
Korean	0	0.00%
Vietnamese	21	70.00%
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	%
<b>2024 Est. Population by Ancestry</b>	<b>6,782</b>	
Arab	0	0.00%
Czech	185	2.73%
Danish	9	0.13%
Dutch	18	0.27%
English	632	9.32%
French (except Basque)	18	0.27%
French Canadian	5	0.07%
German	832	12.27%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	312	4.60%
Italian	118	1.74%
Lithuanian	0	0.00%
United States or American	195	2.87%
Norwegian	8	0.12%
Polish	0	0.00%
Portuguese	0	0.00%
Russian	0	0.00%
Scottish	50	0.74%
Scotch-Irish	17	0.25%
Slovak	0	0.00%
Subsaharan African	140	2.06%
Swedish	0	0.00%
Swiss	14	0.21%
Ukrainian	0	0.00%
Welsh	17	0.25%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	3,105	45.78%
Ancestry Unclassified	1,107	16.32%
<b>2024 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	4,873	75.68%
Speak Asian/Pacific Island Language at Home	18	0.28%
Speak IndoEuropean Language at Home	10	0.16%
Speak Spanish at Home	1,538	23.89%
Speak Other Language at Home	0	0.00%

# 5-Mile Radial • Demographic Profile

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DESCRIPTION	DATA	%
<b>2024 Est. Population by Age</b>	<b>6,782</b>	
Age 0 - 4	343	5.06%
Age 5 - 9	349	5.15%
Age 10 - 14	447	6.59%
Age 15 - 17	313	4.62%
Age 18 - 20	302	4.45%
Age 21 - 24	367	5.41%
Age 25 - 34	673	9.92%
Age 35 - 44	723	10.66%
Age 45 - 54	744	10.97%
Age 55 - 64	818	12.06%
Age 65 - 74	921	13.58%
Age 75 - 84	558	8.23%
Age 85 and over	223	3.29%
Age 16 and over	5,538	81.66%
Age 18 and over	5,329	78.58%
Age 21 and over	5,027	74.12%
Age 65 and over	1,702	25.10%
2024 Est. Median Age		43.28
2024 Est. Average Age		43.15
<b>2024 Est. Population by Sex</b>	<b>6,782</b>	
Male	3,328	49.07%
Female	3,454	50.93%
<b>2024 Est. Male Population by Age</b>	<b>3,328</b>	
Age 0 - 4	169	5.08%
Age 5 - 9	161	4.84%
Age 10 - 14	222	6.67%
Age 15 - 17	166	4.99%
Age 18 - 20	162	4.87%
Age 21 - 24	205	6.16%
Age 25 - 34	359	10.79%
Age 35 - 44	347	10.43%
Age 45 - 54	367	11.03%
Age 55 - 64	394	11.84%
Age 65 - 74	452	13.58%
Age 75 - 84	254	7.63%
Age 85 and over	70	2.10%
2024 Est. Median Age, Male		41.37
2024 Est. Average Age, Male		41.97
<b>2024 Est. Female Population by Age</b>	<b>3,454</b>	
Age 0 - 4	174	5.04%
Age 5 - 9	188	5.44%
Age 10 - 14	225	6.51%
Age 15 - 17	147	4.26%
Age 18 - 20	140	4.05%
Age 21 - 24	162	4.69%
Age 25 - 34	314	9.09%
Age 35 - 44	376	10.89%
Age 45 - 54	378	10.94%
Age 55 - 64	424	12.28%
Age 65 - 74	469	13.58%
Age 75 - 84	304	8.80%
Age 85 and over	153	4.43%
2024 Est. Median Age, Female		45.03
2024 Est. Average Age, Female		44.25

DESCRIPTION	DATA	%
<b>2024 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	1,443	25.58%
Males, Never Married	829	14.69%
Females, Never Married	615	10.90%
Married, Spouse present	2,509	44.47%
Married, Spouse absent	399	7.07%
Widowed	422	7.48%
Males Widowed	102	1.81%
Females Widowed	320	5.67%
Divorced	869	15.40%
Males Divorced	376	6.66%
Females Divorced	493	8.74%
<b>2024 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	376	8.07%
Some High School, no diploma	521	11.18%
High School Graduate (or GED)	1,883	40.41%
Some College, no degree	865	18.56%
Associate Degree	317	6.80%
Bachelor's Degree	511	10.97%
Master's Degree	160	3.43%
Professional School Degree	16	0.34%
Doctorate Degree	11	0.24%
<b>2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	533	44.68%
High School Graduate	377	31.60%
Some College or Associate's Degree	191	16.01%
Bachelor's Degree or Higher	92	7.71%
<b>Households</b>		
2029 Projection	2,659	
2024 Estimate	2,580	
2020 Census	2,507	
2010 Census	2,508	
Growth 2024 - 2029		3.06%
Growth 2020 - 2024		2.91%
Growth 2010 - 2020		0.00%
<b>2024 Est. Households by Household Type</b>	<b>2,580</b>	
Family Households	1,728	66.98%
Nonfamily Households	852	33.02%
2024 Est. Group Quarters Population	287	
2024 Households by Ethnicity, Hispanic/Latino	653	

# 5-Mile Radial • Demographic Profile

Cameron, Texas

DESCRIPTION	DATA	%
<b>2024 Est. Households by Household Income</b>	<b>2,580</b>	
Income < \$15,000	269	10.43%
Income \$15,000 - \$24,999	318	12.33%
Income \$25,000 - \$34,999	230	8.91%
Income \$35,000 - \$49,999	211	8.18%
Income \$50,000 - \$74,999	593	22.98%
Income \$75,000 - \$99,999	253	9.81%
Income \$100,000 - \$124,999	161	6.24%
Income \$125,000 - \$149,999	104	4.03%
Income \$150,000 - \$199,999	277	10.74%
Income \$200,000 - \$249,999	101	3.91%
Income \$250,000 - \$499,999	49	1.90%
Income \$500,000+	13	0.50%
2024 Est. Average Household Income		\$82,098
2024 Est. Median Household Income		\$61,103
<b>2024 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$60,874
Black or African American Alone		\$51,900
American Indian and Alaska Native Alone		\$65,487
Asian Alone		\$127,694
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$84,174
Two or More Races		\$123,052
Hispanic or Latino		\$53,415
Not Hispanic or Latino		\$63,223
<b>2024 Est. HH by Type and Presence of Own Child.</b>	<b>2,580</b>	
Family Households with Children	764	29.61%
Family Households without Children	1,815	70.35%
<b>Married-Couple Families</b>	<b>1,170</b>	<b>45.35%</b>
Married-Couple Family, own children	440	17.05%
Married-Couple Family, no own children	730	28.30%
<b>Cohabiting-Couple Families</b>	<b>75</b>	<b>2.91%</b>
Cohabiting-Couple Family, own children	20	0.78%
Cohabiting-Couple Family, no own children	55	2.13%
<b>Male Householder Families</b>	<b>590</b>	<b>22.87%</b>
Male Householder, own children	101	3.91%
Male Householder, no own children	104	4.03%
Male Householder, only Nonrelatives	3	0.12%
Male Householder, Living Alone	383	14.85%
<b>Female Householder Families</b>	<b>745</b>	<b>28.88%</b>
Female Householder, own children	204	7.91%
Female Householder, no own children	157	6.08%
Female Householder, only Nonrelatives	48	1.86%
Female Householder, Living Alone	337	13.06%

DESCRIPTION	DATA	%
<b>2024 Est. Households by Household Size</b>	<b>2,580</b>	
1-person	771	29.88%
2-person	829	32.13%
3-person	358	13.88%
4-person	320	12.40%
5-person	166	6.43%
6-person	67	2.60%
7-or-more-person	69	2.67%
2024 Est. Average Household Size		2.51
<b>2024 Est. Households by Number of Vehicles</b>	<b>2,580</b>	
No Vehicles	154	5.97%
1 Vehicle	901	34.92%
2 Vehicles	945	36.63%
3 Vehicles	418	16.20%
4 Vehicles	144	5.58%
5 or more Vehicles	18	0.70%
2024 Est. Average Number of Vehicles		1.8
<b>Family Households</b>		
2029 Projection	1,781	
2024 Estimate	1,728	
2020 Estimate	1,646	
2010 Census	1,689	
Growth 2024 - 2029		3.07%
Growth 2020 - 2024		4.98%
Growth 2010 - 2020		-2.54%
<b>2024 Est. Families by Poverty Status</b>	<b>1,728</b>	
2024 Families at or Above Poverty	1,349	78.07%
2024 Families at or Above Poverty with Children	466	26.97%
2024 Families Below Poverty	379	21.93%
2024 Families Below Poverty with Children	320	18.52%
<b>2024 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	2,807	50.69%
Civilian Labor Force, Unemployed	262	4.73%
Armed Forces	0	0.00%
Not in Labor Force	2,469	44.58%
<b>2024 Est. Civ. Employed Pop 16+ by Class of Worker</b>		
For-Profit Private Workers	1,742	63.69%
Non-Profit Private Workers	242	8.85%
Local Government Workers	34	1.24%
State Government Workers	113	4.13%
Federal Government Workers	250	9.14%
Self-Employed Workers	343	12.54%
Unpaid Family Workers	11	0.40%

# 5-Mile Radial • Demographic Profile

Cameron, Texas

DESCRIPTION	DATA	%
<b>2024 Est. Civ. Employed Pop 16+ by Occupation</b>		
Architect/Engineer	52	1.90%
Arts/Entertainment/Sports	6	0.22%
Building Grounds Maintenance	38	1.39%
Business/Financial Operations	43	1.57%
Community/Social Services	28	1.02%
Computer/Mathematical	27	0.99%
Construction/Extraction	260	9.51%
Education/Training/Library	371	13.57%
Farming/Fishing/Forestry	59	2.16%
Food Prep/Serving	152	5.56%
Health Practitioner/Technician	216	7.90%
Healthcare Support	114	4.17%
Maintenance Repair	146	5.34%
Legal	0	0.00%
Life/Physical/Social Science	0	0.00%
Management	385	14.08%
Office/Admin. Support	266	9.73%
Production	120	4.39%
Protective Services	3	0.11%
Sales/Related	212	7.75%
Personal Care/Service	26	0.95%
Transportation/Moving	210	7.68%
<b>2024 Est. Pop 16+ by Occupation Classification</b>		
White Collar	1,606	58.72%
Blue Collar	736	26.91%
Service and Farm	393	14.37%
<b>2024 Est. Workers Age 16+ by Transp. to Work</b>		
Drove Alone	1,954	75.01%
Car Pooled	427	16.39%
Public Transportation	0	0.00%
Walked	19	0.73%
Bicycle	0	0.00%
Other Means	42	1.61%
Worked at Home	163	6.26%
<b>2024 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	1,063	
15 - 29 Minutes	423	
30 - 44 Minutes	533	
45 - 59 Minutes	232	
60 or more Minutes	185	
2024 Est. Avg Travel Time to Work in Minutes		27
<b>2024 Est. Occupied Housing Units by Tenure</b>		
Owner Occupied	1,633	55.34%
Renter Occupied	947	36.71%
2024 Owner Occ. HUs: Avg. Length of Residence		21.19 <sup>†</sup>
2024 Renter Occ. HUs: Avg. Length of Residence		7.17 <sup>†</sup>

DESCRIPTION	DATA	%
<b>2024 Est. Owner-Occupied Housing Units by Value</b>		
Value Less than \$20,000	54	3.31%
Value \$20,000 - \$39,999	67	4.10%
Value \$40,000 - \$59,999	143	8.76%
Value \$60,000 - \$79,999	143	8.76%
Value \$80,000 - \$99,999	200	12.25%
Value \$100,000 - \$149,999	355	21.74%
Value \$150,000 - \$199,999	266	16.29%
Value \$200,000 - \$299,999	191	11.70%
Value \$300,000 - \$399,999	125	7.66%
Value \$400,000 - \$499,999	51	3.12%
Value \$500,000 - \$749,999	27	1.65%
Value \$750,000 - \$999,999	6	0.37%
Value \$1,000,000 or \$1,499,999	4	0.25%
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		\$127,025
<b>2024 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	2,185	74.04%
1 Unit Attached	0	0.00%
2 Units	114	3.86%
3 or 4 Units	182	6.17%
5 to 19 Units	154	5.22%
20 to 49 Units	0	0.00%
50 or More Units	36	1.22%
Mobile Home or Trailer	280	9.49%
Boat, RV, Van, etc.	0	0.00%
<b>2024 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2020 or later	77	2.61%
Housing Units Built 2010 to 2019	221	7.49%
Housing Units Built 2000 to 2009	167	5.66%
Housing Units Built 1990 to 1999	258	8.74%
Housing Units Built 1980 to 1989	392	13.28%
Housing Units Built 1970 to 1979	705	23.89%
Housing Units Built 1960 to 1969	304	10.30%
Housing Units Built 1950 to 1959	456	15.45%
Housing Units Built 1940 to 1949	75	2.54%
Housing Unit Built 1939 or Earlier	295	10.00%
2024 Est. Median Year Structure Built		1975

<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**RetailCoach**®

## 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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