



The**Retail**Coach®

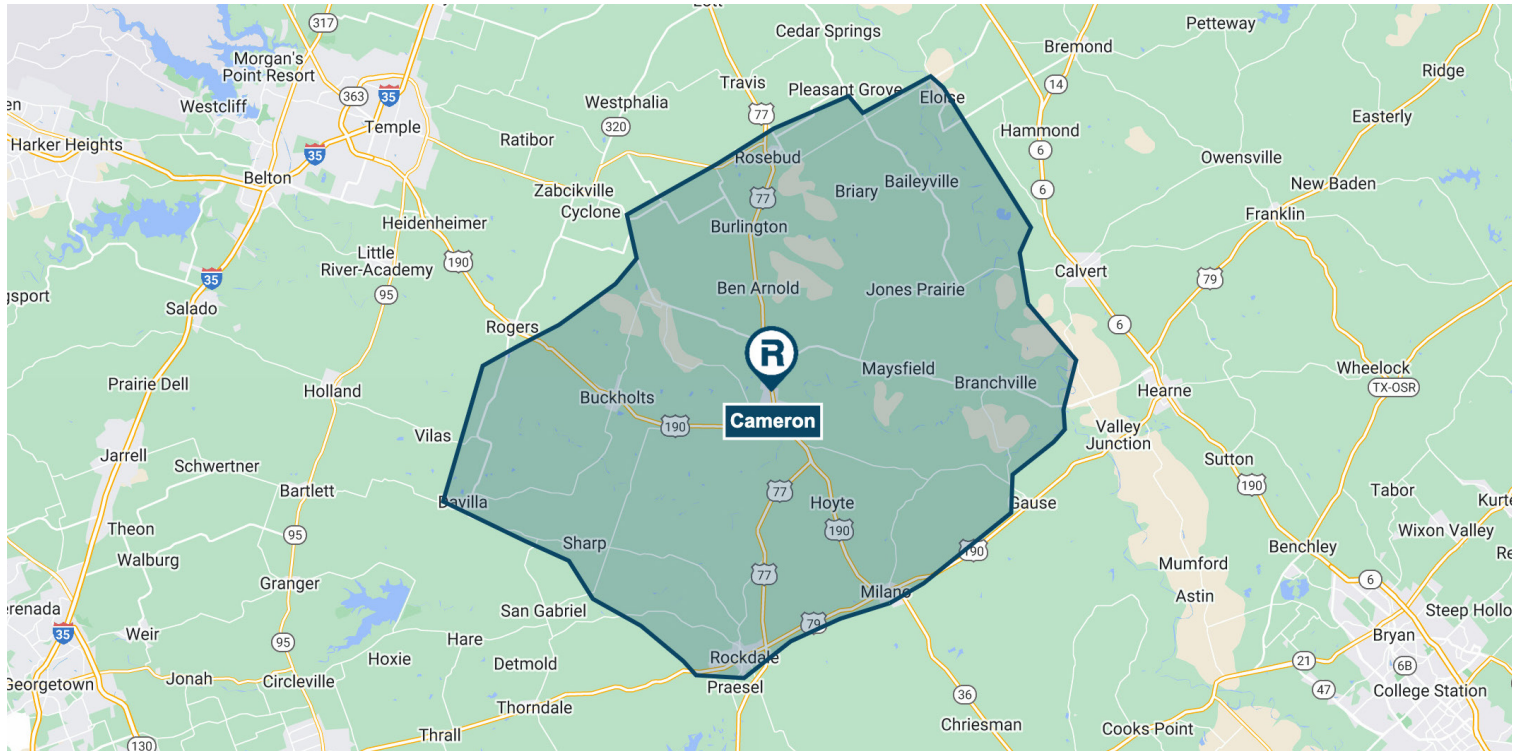
Retail Trade Area Demographic Profile

CAMERON, TEXAS

Prepared for Cameron Industrial Foundation
January 2024

Retail Trade Area • Demographic Snapshot

Cameron, Texas



Population

2020	20,624	0 - 9 Years	11.05%
2024	21,285	10 - 17 Years	10.81%
2029	22,017	18 - 24 Years	9.40%

Educational Attainment (%)

Graduate or Professional Degree	4.50%	25 - 34 Years	9.75%
Bachelors Degree	10.03%	35 - 44 Years	10.75%
Associate Degree	8.61%	45 - 54 Years	10.79%
Some College	19.89%	55 - 64 Years	13.06%
High School Graduate (or GED)	40.84%	65 and Older	24.40%
Some High School, No Degree	8.73%	Median Age	43.39
Less than 9th Grade	7.40%	Average Age	42.87

Income

Average HH	\$81,250	White	66.12%
Median HH	\$57,815	Black/African American	10.28%
Per Capita	\$32,548	American Indian/Alaskan	0.53%
		Asian	0.56%
		Native Hawaiian/Islander	0.09%
		Other Race	10.96%
		Two or More Races	11.46%
		Hispanic	28.72%

Cameron
Hometown, Texas



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



Retail Trade Area • Demographic Profile

Cameron, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	22,017	
2024 Estimate	21,285	
2020 Census	20,624	
2010 Census	21,171	
Growth 2024 - 2029		3.44%
Growth 2020 - 2024		3.20%
Growth 2010 - 2020		-2.57%
2024 Est. Population by Single-Classification Race	21,285	
White Alone	14,074	66.12%
Black or African American Alone	2,187	10.28%
Amer. Indian and Alaska Native Alone	113	0.53%
Asian Alone	119	0.56%
Native Hawaiian and Other Pacific Island Alone	19	0.09%
Some Other Race Alone	2,333	10.96%
Two or More Races	2,440	11.46%
2024 Est. Population by Hispanic or Latino Origin	21,285	
Not Hispanic or Latino	15,173	71.28%
Hispanic or Latino	6,113	28.72%
Mexican	5,417	88.61%
Puerto Rican	107	1.75%
Cuban	4	0.07%
All Other Hispanic or Latino	584	9.55%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	6,113	
White Alone	1,954	31.96%
Black or African American Alone	94	1.54%
American Indian and Alaska Native Alone	64	1.05%
Asian Alone	9	0.15%
Native Hawaiian and Other Pacific Islander Alone	6	0.10%
Some Other Race Alone	2,261	36.99%
Two or More Races	1,725	28.22%
2024 Est. Pop by Race, Asian Alone, by Category	119	
Chinese, except Taiwanese	17	14.29%
Filipino	10	8.40%
Japanese	35	29.41%
Asian Indian	7	5.88%
Korean	0	0.00%
Vietnamese	41	34.45%
Cambodian	9	7.56%
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	21,285	
Arab	0	0.00%
Czech	690	3.24%
Danish	12	0.06%
Dutch	51	0.24%
English	1,737	8.16%
French (except Basque)	222	1.04%
French Canadian	23	0.11%
German	2,789	13.10%
Greek	6	0.03%
Hungarian	49	0.23%
Irish	1,283	6.03%
Italian	388	1.82%
Lithuanian	13	0.06%
United States or American	821	3.86%
Norwegian	22	0.10%
Polish	85	0.40%
Portuguese	0	0.00%
Russian	18	0.09%
Scottish	299	1.40%
Scotch-Irish	240	1.13%
Slovak	4	0.02%
Subsaharan African	159	0.75%
Swedish	102	0.48%
Swiss	17	0.08%
Ukrainian	0	0.00%
Welsh	47	0.22%
West Indian (except Hisp. groups)	4	0.02%
Other ancestries	7,580	35.61%
Ancestry Unclassified	4,624	21.72%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	16,470	81.82%
Speak Asian/Pacific Island Language at Home	74	0.37%
Speak IndoEuropean Language at Home	199	0.99%
Speak Spanish at Home	3,347	16.63%
Speak Other Language at Home	39	0.19%

Retail Trade Area • Demographic Profile

Cameron, Texas

DESCRIPTION	DATA	%
2024 Est. Population by Age	21,285	
Age 0 - 4	1,156	5.43%
Age 5 - 9	1,196	5.62%
Age 10 - 14	1,374	6.45%
Age 15 - 17	926	4.35%
Age 18 - 20	903	4.24%
Age 21 - 24	1,097	5.15%
Age 25 - 34	2,075	9.75%
Age 35 - 44	2,289	10.75%
Age 45 - 54	2,297	10.79%
Age 55 - 64	2,780	13.06%
Age 65 - 74	2,960	13.91%
Age 75 - 84	1,672	7.86%
Age 85 and over	561	2.64%
Age 16 and over	17,251	81.05%
Age 18 and over	16,633	78.14%
Age 21 and over	15,730	73.90%
Age 65 and over	5,193	24.40%
2024 Est. Median Age		43.39
2024 Est. Average Age		42.87
2024 Est. Population by Sex	21,285	
Male	10,514	49.40%
Female	10,771	50.60%
2024 Est. Male Population by Age	10,514	
Age 0 - 4	583	5.54%
Age 5 - 9	593	5.64%
Age 10 - 14	712	6.77%
Age 15 - 17	501	4.76%
Age 18 - 20	487	4.63%
Age 21 - 24	581	5.53%
Age 25 - 34	1,043	9.92%
Age 35 - 44	1,113	10.59%
Age 45 - 54	1,116	10.61%
Age 55 - 64	1,350	12.84%
Age 65 - 74	1,445	13.74%
Age 75 - 84	781	7.43%
Age 85 and over	209	1.99%
2024 Est. Median Age, Male		41.83
2024 Est. Average Age, Male		41.83
2024 Est. Female Population by Age	10,771	
Age 0 - 4	573	5.32%
Age 5 - 9	603	5.60%
Age 10 - 14	662	6.15%
Age 15 - 17	425	3.95%
Age 18 - 20	416	3.86%
Age 21 - 24	516	4.79%
Age 25 - 34	1,032	9.58%
Age 35 - 44	1,175	10.91%
Age 45 - 54	1,181	10.97%
Age 55 - 64	1,430	13.28%
Age 65 - 74	1,515	14.07%
Age 75 - 84	891	8.27%
Age 85 and over	352	3.27%
2024 Est. Median Age, Female		44.86
2024 Est. Average Age, Female		43.87

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	4,502	25.64%
Males, Never Married	2,648	15.08%
Females, Never Married	1,854	10.56%
Married, Spouse present	8,444	48.09%
Married, Spouse absent	758	4.32%
Widowed	1,478	8.42%
Males Widowed	428	2.44%
Females Widowed	1,051	5.99%
Divorced	2,377	13.54%
Males Divorced	1,081	6.16%
Females Divorced	1,296	7.38%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,083	7.40%
Some High School, no diploma	1,277	8.73%
High School Graduate (or GED)	5,976	40.84%
Some College, no degree	2,910	19.89%
Associate Degree	1,260	8.61%
Bachelor's Degree	1,467	10.03%
Master's Degree	503	3.44%
Professional School Degree	101	0.69%
Doctorate Degree	55	0.38%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,204	36.57%
High School Graduate	1,073	32.59%
Some College or Associate's Degree	600	18.23%
Bachelor's Degree or Higher	415	12.61%
Households		
2029 Projection	8,696	
2024 Estimate	8,351	
2020 Census	8,047	
2010 Census	8,042	
Growth 2024 - 2029		4.13%
Growth 2020 - 2024		3.78%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	8,351	
Family Households	5,753	68.89%
Nonfamily Households	2,598	31.11%
2024 Est. Group Quarters Population	438	
2024 Households by Ethnicity, Hispanic/Latino	1,798	

Retail Trade Area • Demographic Profile

Cameron, Texas

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	8,351	
Income < \$15,000	904	10.83%
Income \$15,000 - \$24,999	740	8.86%
Income \$25,000 - \$34,999	892	10.68%
Income \$35,000 - \$49,999	1,117	13.38%
Income \$50,000 - \$74,999	1,521	18.21%
Income \$75,000 - \$99,999	1,053	12.61%
Income \$100,000 - \$124,999	662	7.93%
Income \$125,000 - \$149,999	391	4.68%
Income \$150,000 - \$199,999	538	6.44%
Income \$200,000 - \$249,999	250	2.99%
Income \$250,000 - \$499,999	196	2.35%
Income \$500,000+	88	1.05%
2024 Est. Average Household Income		\$81,250
2024 Est. Median Household Income		\$57,815
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$61,570
Black or African American Alone		\$53,674
American Indian and Alaska Native Alone		\$60,611
Asian Alone		\$88,641
Native Hawaiian and Other Pacific Islander Alone		\$9,768
Some Other Race Alone		\$40,331
Two or More Races		\$62,443
Hispanic or Latino		\$39,170
Not Hispanic or Latino		\$63,871
2024 Est. HH by Type and Presence of Own Child.	8,351	
Family Households with Children	2,062	24.69%
Family Households without Children	6,289	75.31%
Married-Couple Families	4,068	48.71%
Married-Couple Family, own children	1,557	18.64%
Married-Couple Family, no own children	2,511	30.07%
Cohabiting-Couple Families	236	2.83%
Cohabiting-Couple Family, own children	42	0.50%
Cohabiting-Couple Family, no own children	193	2.31%
Male Householder Families	1,772	21.22%
Male Householder, own children	110	1.32%
Male Householder, no own children	262	3.14%
Male Householder, only Nonrelatives	44	0.53%
Male Householder, Living Alone	1,357	16.25%
Female Householder Families	2,276	27.25%
Female Householder, own children	353	4.23%
Female Householder, no own children	622	7.45%
Female Householder, only Nonrelatives	118	1.41%
Female Householder, Living Alone	1,183	14.17%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	8,351	
1-person	2,478	29.67%
2-person	2,761	33.06%
3-person	1,185	14.19%
4-person	946	11.33%
5-person	545	6.53%
6-person	249	2.98%
7-or-more-person	186	2.23%
2024 Est. Average Household Size		2.50
2024 Est. Households by Number of Vehicles	8,351	
No Vehicles	491	5.88%
1 Vehicle	2,352	28.16%
2 Vehicles	3,428	41.05%
3 Vehicles	1,433	17.16%
4 Vehicles	498	5.96%
5 or more Vehicles	150	1.80%
2024 Est. Average Number of Vehicles		2.0
Family Households		
2029 Projection	5,995	
2024 Estimate	5,753	
2020 Estimate	5,379	
2010 Census	5,545	
Growth 2024 - 2029		4.21%
Growth 2020 - 2024		6.95%
Growth 2010 - 2020		-2.98%
2024 Est. Families by Poverty Status	5,753	
2024 Families at or Above Poverty	4,860	84.48%
2024 Families at or Above Poverty with Children	1,909	33.18%
2024 Families Below Poverty	893	15.52%
2024 Families Below Poverty with Children	542	9.42%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	8,985	52.08%
Civilian Labor Force, Unemployed	656	3.80%
Armed Forces	0	0.00%
Not in Labor Force	7,609	44.11%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	5,691	63.97%
Non-Profit Private Workers	946	10.63%
Local Government Workers	131	1.47%
State Government Workers	486	5.46%
Federal Government Workers	598	6.72%
Self-Employed Workers	1,007	11.32%
Unpaid Family Workers	36	0.41%

Retail Trade Area • Demographic Profile

Cameron, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	147	1.65%
Arts/Entertainment/Sports	62	0.70%
Building Grounds Maintenance	397	4.46%
Business/Financial Operations	183	2.06%
Community/Social Services	213	2.39%
Computer/Mathematical	53	0.60%
Construction/Extraction	1,079	12.13%
Education/Training/Library	731	8.22%
Farming/Fishing/Forestry	112	1.26%
Food Prep/Serving	456	5.13%
Health Practitioner/Technician	448	5.04%
Healthcare Support	264	2.97%
Maintenance Repair	458	5.15%
Legal	25	0.28%
Life/Physical/Social Science	1	0.01%
Management	954	10.72%
Office/Admin. Support	1,117	12.56%
Production	371	4.17%
Protective Services	53	0.60%
Sales/Related	829	9.32%
Personal Care/Service	162	1.82%
Transportation/Moving	781	8.78%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	4,762	53.53%
Blue Collar	2,689	30.23%
Service and Farm	1,445	16.24%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	6,679	78.30%
Car Pooled	999	11.71%
Public Transportation	61	0.72%
Walked	143	1.68%
Bicycle	0	0.00%
Other Means	118	1.38%
Worked at Home	529	6.20%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,122	
15 - 29 Minutes	1,754	
30 - 44 Minutes	1,462	
45 - 59 Minutes	819	
60 or more Minutes	847	
2024 Est. Avg Travel Time to Work in Minutes		28
2024 Est. Occupied Housing Units by Tenure	8,351	
Owner Occupied	5,856	59.22%
Renter Occupied	2,495	29.88%
2024 Owner Occ. HUs: Avg. Length of Residence		19.14 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		7.66 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	5,856	
Value Less than \$20,000	272	4.64%
Value \$20,000 - \$39,999	359	6.13%
Value \$40,000 - \$59,999	360	6.15%
Value \$60,000 - \$79,999	333	5.69%
Value \$80,000 - \$99,999	802	13.70%
Value \$100,000 - \$149,999	939	16.03%
Value \$150,000 - \$199,999	723	12.35%
Value \$200,000 - \$299,999	906	15.47%
Value \$300,000 - \$399,999	602	10.28%
Value \$400,000 - \$499,999	296	5.05%
Value \$500,000 - \$749,999	133	2.27%
Value \$750,000 - \$999,999	80	1.37%
Value \$1,000,000 or \$1,499,999	46	0.79%
Value \$1,500,000 or \$1,999,999	4	0.07%
Value \$2,000,000+	1	0.02%
2024 Est. Median All Owner-Occupied Housing Value		\$140,555
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	7,716	78.03%
1 Unit Attached	133	1.34%
2 Units	239	2.42%
3 or 4 Units	221	2.23%
5 to 19 Units	255	2.58%
20 to 49 Units	32	0.32%
50 or More Units	60	0.61%
Mobile Home or Trailer	1,219	12.33%
Boat, RV, Van, etc.	16	0.16%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	333	3.37%
Housing Units Built 2010 to 2019	701	7.09%
Housing Units Built 2000 to 2009	906	9.16%
Housing Units Built 1990 to 1999	1,198	12.12%
Housing Units Built 1980 to 1989	1,227	12.41%
Housing Units Built 1970 to 1979	1,985	20.07%
Housing Units Built 1960 to 1969	1,092	11.04%
Housing Units Built 1950 to 1959	1,389	14.05%
Housing Units Built 1940 to 1949	356	3.60%
Housing Unit Built 1939 or Earlier	701	7.09%
2024 Est. Median Year Structure Built		1977

[†] 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.

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