



The **Retail** Coach®

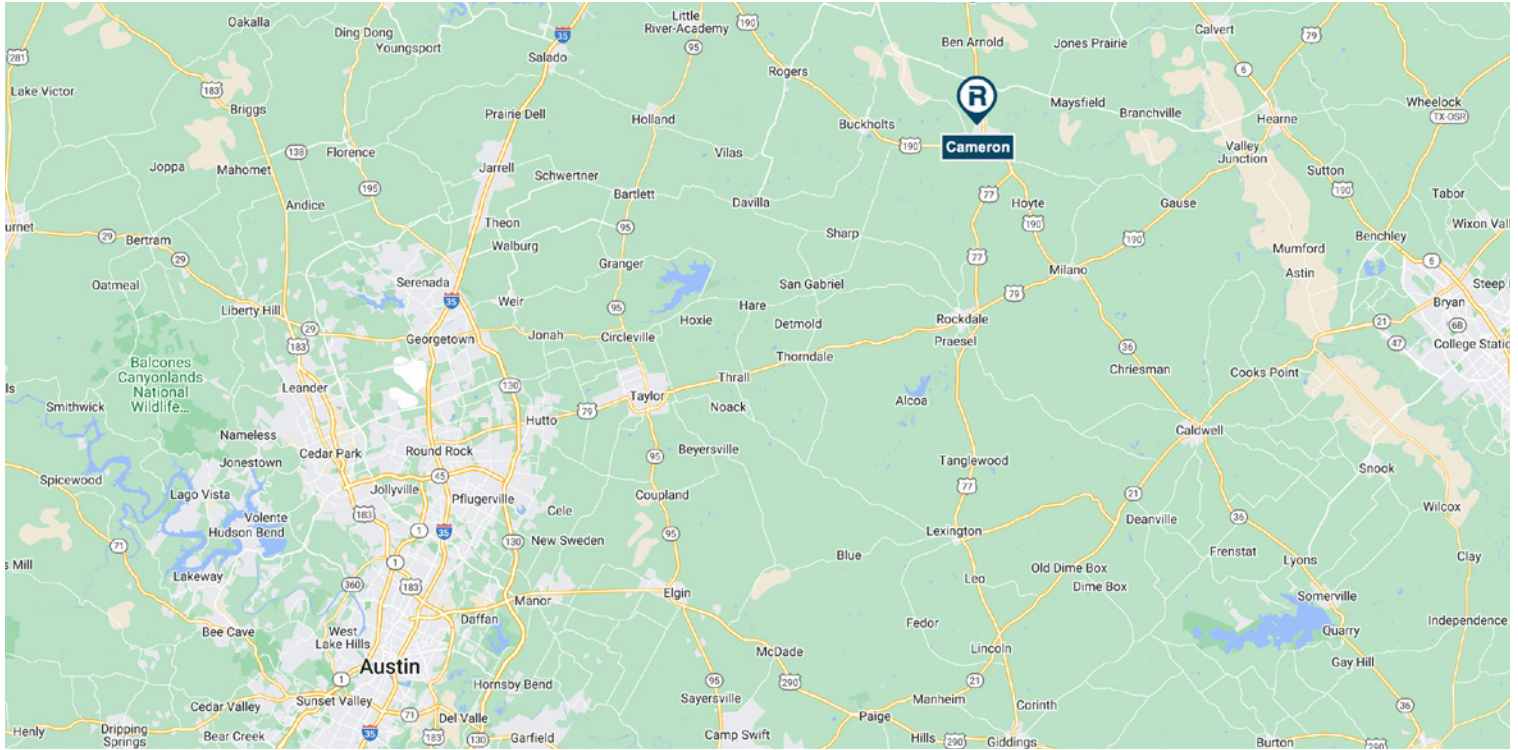
Community Demographic Profile

CAMERON, TEXAS

Prepared for Cameron Industrial Foundation
January 2024

Community • Demographic Snapshot

Cameron, Texas



Population

2020	5,306
2024	5,672
2029	5,820

Educational Attainment (%)

Graduate or Professional Degree	3.64%
Bachelors Degree	11.21%
Associate Degree	6.30%
Some College	18.56%
High School Graduate (or GED)	40.85%
Some High School, No Degree	11.34%
Less than 9th Grade	8.11%

Income

Average HH	\$80,358
Median HH	\$60,719
Per Capita	\$31,918

Age

0 - 9 Years	10.42%
10 - 17 Years	11.34%
18 - 24 Years	9.96%
25 - 34 Years	10.12%
35 - 44 Years	10.61%
45 - 54 Years	10.90%
55 - 64 Years	11.76%
65 and Older	24.89%
Median Age	42.72
Average Age	42.90

Race Distribution (%)

White	58.50%
Black/African American	15.36%
American Indian/Alaskan	0.55%
Asian	0.42%
Native Hawaiian/Islander	0.11%
Other Race	13.45%
Two or More Races	11.62%
Hispanic	33.30%



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



Community • Demographic Profile

Cameron, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	5,820	
2024 Estimate	5,672	
2020 Census	5,306	
2010 Census	5,364	
Growth 2024 - 2029		2.61%
Growth 2020 - 2024		6.90%
Growth 2010 - 2020		-1.7%
2024 Est. Population by Single-Classification Race	5,672	
White Alone	3,318	58.50%
Black or African American Alone	871	15.36%
Amer. Indian and Alaska Native Alone	31	0.55%
Asian Alone	24	0.42%
Native Hawaiian and Other Pacific Island Alone	6	0.11%
Some Other Race Alone	763	13.45%
Two or More Races	659	11.62%
2024 Est. Population by Hispanic or Latino Origin	5,672	
Not Hispanic or Latino	3,783	66.70%
Hispanic or Latino	1,889	33.30%
Mexican	1,882	99.63%
Puerto Rican	2	0.11%
Cuban	0	0.00%
All Other Hispanic or Latino	5	0.27%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	1,889	
White Alone	585	30.97%
Black or African American Alone	25	1.32%
American Indian and Alaska Native Alone	24	1.27%
Asian Alone	4	0.21%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	754	39.92%
Two or More Races	497	26.31%
2024 Est. Pop by Race, Asian Alone, by Category	24	
Chinese, except Taiwanese	3	12.50%
Filipino	2	8.33%
Japanese	0	0.00%
Asian Indian	2	8.33%
Korean	0	0.00%
Vietnamese	17	70.83%
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	5,672	
Arab	0	0.00%
Czech	155	2.73%
Danish	7	0.12%
Dutch	15	0.27%
English	515	9.08%
French (except Basque)	16	0.28%
French Canadian	4	0.07%
German	686	12.10%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	259	4.57%
Italian	92	1.62%
Lithuanian	0	0.00%
United States or American	165	2.91%
Norwegian	7	0.12%
Polish	0	0.00%
Portuguese	0	0.00%
Russian	0	0.00%
Scottish	38	0.67%
Scotch-Irish	14	0.25%
Slovak	0	0.00%
Subsaharan African	114	2.01%
Swedish	0	0.00%
Swiss	13	0.23%
Ukrainian	0	0.00%
Welsh	15	0.27%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	2,633	46.42%
Ancestry Unclassified	924	16.29%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	4,066	75.59%
Speak Asian/Pacific Island Language at Home	15	0.28%
Speak IndoEuropean Language at Home	7	0.13%
Speak Spanish at Home	1,291	24.00%
Speak Other Language at Home	0	0.00%

Community • Demographic Profile

Cameron, Texas

DESCRIPTION	DATA	%
2024 Est. Population by Age	5,672	
Age 0 - 4	293	5.17%
Age 5 - 9	298	5.25%
Age 10 - 14	379	6.68%
Age 15 - 17	264	4.65%
Age 18 - 20	253	4.46%
Age 21 - 24	312	5.50%
Age 25 - 34	574	10.12%
Age 35 - 44	602	10.61%
Age 45 - 54	618	10.90%
Age 55 - 64	667	11.76%
Age 65 - 74	752	13.26%
Age 75 - 84	468	8.25%
Age 85 and over	192	3.38%
Age 16 and over	4,614	81.35%
Age 18 and over	4,438	78.24%
Age 21 and over	4,185	73.78%
Age 65 and over	1,412	24.89%
2024 Est. Median Age		42.72
2024 Est. Average Age		42.90
2024 Est. Population by Sex	5,672	
Male	2,775	48.92%
Female	2,897	51.08%
2024 Est. Male Population by Age	2,775	
Age 0 - 4	144	5.19%
Age 5 - 9	140	5.04%
Age 10 - 14	188	6.78%
Age 15 - 17	140	5.04%
Age 18 - 20	137	4.94%
Age 21 - 24	175	6.31%
Age 25 - 34	303	10.92%
Age 35 - 44	288	10.38%
Age 45 - 54	304	10.96%
Age 55 - 64	320	11.53%
Age 65 - 74	362	13.05%
Age 75 - 84	211	7.60%
Age 85 and over	63	2.27%
2024 Est. Median Age, Male		40.58
2024 Est. Average Age, Male		41.60
2024 Est. Female Population by Age	2,897	
Age 0 - 4	149	5.14%
Age 5 - 9	158	5.45%
Age 10 - 14	191	6.59%
Age 15 - 17	124	4.28%
Age 18 - 20	116	4.00%
Age 21 - 24	137	4.73%
Age 25 - 34	271	9.36%
Age 35 - 44	314	10.84%
Age 45 - 54	314	10.84%
Age 55 - 64	347	11.98%
Age 65 - 74	390	13.46%
Age 75 - 84	257	8.87%
Age 85 and over	129	4.45%
2024 Est. Median Age, Female		44.64
2024 Est. Average Age, Female		44.10

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	1,198	25.48%
Males, Never Married	686	14.59%
Females, Never Married	512	10.89%
Married, Spouse present	2,043	43.45%
Married, Spouse absent	357	7.59%
Widowed	355	7.55%
Males Widowed	87	1.85%
Females Widowed	268	5.70%
Divorced	749	15.93%
Males Divorced	315	6.70%
Females Divorced	434	9.23%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	314	8.11%
Some High School, no diploma	439	11.34%
High School Graduate (or GED)	1,582	40.85%
Some College, no degree	719	18.56%
Associate Degree	244	6.30%
Bachelor's Degree	434	11.21%
Master's Degree	118	3.05%
Professional School Degree	14	0.36%
Doctorate Degree	9	0.23%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	447	43.87%
High School Graduate	325	31.89%
Some College or Associate's Degree	168	16.49%
Bachelor's Degree or Higher	79	7.75%
Households		
2029 Projection	2,224	
2024 Estimate	2,154	
2020 Census	2,005	
2010 Census	2,002	
Growth 2024 - 2029		3.25%
Growth 2020 - 2024		7.43%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	2,154	
Family Households	1,437	66.71%
Nonfamily Households	717	33.29%
2024 Est. Group Quarters Population	249	
2024 Households by Ethnicity, Hispanic/Latino	556	

Community • Demographic Profile

Cameron, Texas

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	2,154	
Income < \$15,000	233	10.82%
Income \$15,000 - \$24,999	279	12.95%
Income \$25,000 - \$34,999	185	8.59%
Income \$35,000 - \$49,999	169	7.85%
Income \$50,000 - \$74,999	502	23.31%
Income \$75,000 - \$99,999	216	10.03%
Income \$100,000 - \$124,999	131	6.08%
Income \$125,000 - \$149,999	83	3.85%
Income \$150,000 - \$199,999	229	10.63%
Income \$200,000 - \$249,999	81	3.76%
Income \$250,000 - \$499,999	37	1.72%
Income \$500,000+	9	0.42%
2024 Est. Average Household Income		\$80,358
2024 Est. Median Household Income		\$60,719
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$60,437
Black or African American Alone		\$52,333
American Indian and Alaska Native Alone		\$66,005
Asian Alone		\$125,000
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$79,847
Two or More Races		\$125,889
Hispanic or Latino		\$51,020
Not Hispanic or Latino		\$63,260
2024 Est. HH by Type and Presence of Own Child.	2,154	
Family Households with Children	645	29.94%
Family Households without Children	1,509	70.06%
Married-Couple Families	950	44.10%
Married-Couple Family, own children	363	16.85%
Married-Couple Family, no own children	587	27.25%
Cohabiting-Couple Families	59	2.74%
Cohabiting-Couple Family, own children	12	0.56%
Cohabiting-Couple Family, no own children	47	2.18%
Male Householder Families	508	23.58%
Male Householder, own children	94	4.36%
Male Householder, no own children	87	4.04%
Male Householder, only Nonrelatives	2	0.09%
Male Householder, Living Alone	325	15.09%
Female Householder Families	637	29.57%
Female Householder, own children	176	8.17%
Female Householder, no own children	135	6.27%
Female Householder, only Nonrelatives	44	2.04%
Female Householder, Living Alone	282	13.09%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	2,154	
1-person	646	29.99%
2-person	688	31.94%
3-person	298	13.84%
4-person	268	12.44%
5-person	138	6.41%
6-person	55	2.55%
7-or-more-person	61	2.83%
2024 Est. Average Household Size		2.52
2024 Est. Households by Number of Vehicles	2,154	
No Vehicles	128	5.94%
1 Vehicle	774	35.93%
2 Vehicles	777	36.07%
3 Vehicles	339	15.74%
4 Vehicles	121	5.62%
5 or more Vehicles	15	0.70%
2024 Est. Average Number of Vehicles		1.8
Family Households		
2029 Projection	1,483	
2024 Estimate	1,437	
2020 Estimate	1,306	
2010 Census	1,344	
Growth 2024 - 2029		3.20%
Growth 2020 - 2024		10.03%
Growth 2010 - 2020		-2.82%
2024 Est. Families by Poverty Status	1,437	
2024 Families at or Above Poverty	1,103	76.76%
2024 Families at or Above Poverty with Children	381	26.51%
2024 Families Below Poverty	334	23.24%
2024 Families Below Poverty with Children	286	19.90%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	2,356	51.06%
Civilian Labor Force, Unemployed	214	4.64%
Armed Forces	0	0.00%
Not in Labor Force	2,044	44.30%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	1,459	63.77%
Non-Profit Private Workers	208	9.09%
Local Government Workers	22	0.96%
State Government Workers	88	3.85%
Federal Government Workers	211	9.22%
Self-Employed Workers	290	12.68%
Unpaid Family Workers	10	0.44%



Community • Demographic Profile

Cameron, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	38	1.66%
Arts/Entertainment/Sports	3	0.13%
Building Grounds Maintenance	30	1.31%
Business/Financial Operations	36	1.57%
Community/Social Services	21	0.92%
Computer/Mathematical	19	0.83%
Construction/Extraction	228	9.97%
Education/Training/Library	310	13.55%
Farming/Fishing/Forestry	57	2.49%
Food Prep/Serving	113	4.94%
Health Practitioner/Technician	186	8.13%
Healthcare Support	99	4.33%
Maintenance Repair	127	5.55%
Legal	0	0.00%
Life/Physical/Social Science	0	0.00%
Management	308	13.46%
Office/Admin. Support	234	10.23%
Production	109	4.76%
Protective Services	2	0.09%
Sales/Related	172	7.52%
Personal Care/Service	24	1.05%
Transportation/Moving	172	7.52%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	1,327	58.00%
Blue Collar	636	27.80%
Service and Farm	325	14.21%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	1,611	74.38%
Car Pooled	373	17.22%
Public Transportation	0	0.00%
Walked	17	0.79%
Bicycle	0	0.00%
Other Means	31	1.43%
Worked at Home	134	6.19%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	890	
15 - 29 Minutes	351	
30 - 44 Minutes	452	
45 - 59 Minutes	185	
60 or more Minutes	148	
2024 Est. Avg Travel Time to Work in Minutes		27
2024 Est. Occupied Housing Units by Tenure	2,154	
Owner Occupied	1,339	54.70%
Renter Occupied	815	37.84%
2024 Owner Occ. HUs: Avg. Length of Residence		21.00 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		7.20 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	1,339	
Value Less than \$20,000	40	2.99%
Value \$20,000 - \$39,999	56	4.18%
Value \$40,000 - \$59,999	123	9.19%
Value \$60,000 - \$79,999	132	9.86%
Value \$80,000 - \$99,999	177	13.22%
Value \$100,000 - \$149,999	292	21.81%
Value \$150,000 - \$199,999	214	15.98%
Value \$200,000 - \$299,999	157	11.73%
Value \$300,000 - \$399,999	86	6.42%
Value \$400,000 - \$499,999	37	2.76%
Value \$500,000 - \$749,999	20	1.49%
Value \$750,000 - \$999,999	3	0.22%
Value \$1,000,000 or \$1,499,999	2	0.15%
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		\$121,157
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	1,794	73.28%
1 Unit Attached	0	0.00%
2 Units	99	4.04%
3 or 4 Units	145	5.92%
5 to 19 Units	136	5.56%
20 to 49 Units	0	0.00%
50 or More Units	34	1.39%
Mobile Home or Trailer	240	9.80%
Boat, RV, Van, etc.	0	0.00%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	67	2.74%
Housing Units Built 2010 to 2019	167	6.82%
Housing Units Built 2000 to 2009	119	4.86%
Housing Units Built 1990 to 1999	199	8.13%
Housing Units Built 1980 to 1989	328	13.40%
Housing Units Built 1970 to 1979	606	24.75%
Housing Units Built 1960 to 1969	240	9.80%
Housing Units Built 1950 to 1959	398	16.26%
Housing Units Built 1940 to 1949	62	2.53%
Housing Unit Built 1939 or Earlier	262	10.70%
2024 Est. Median Year Structure Built		1974

[†] 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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