



The **Retail** Coach®

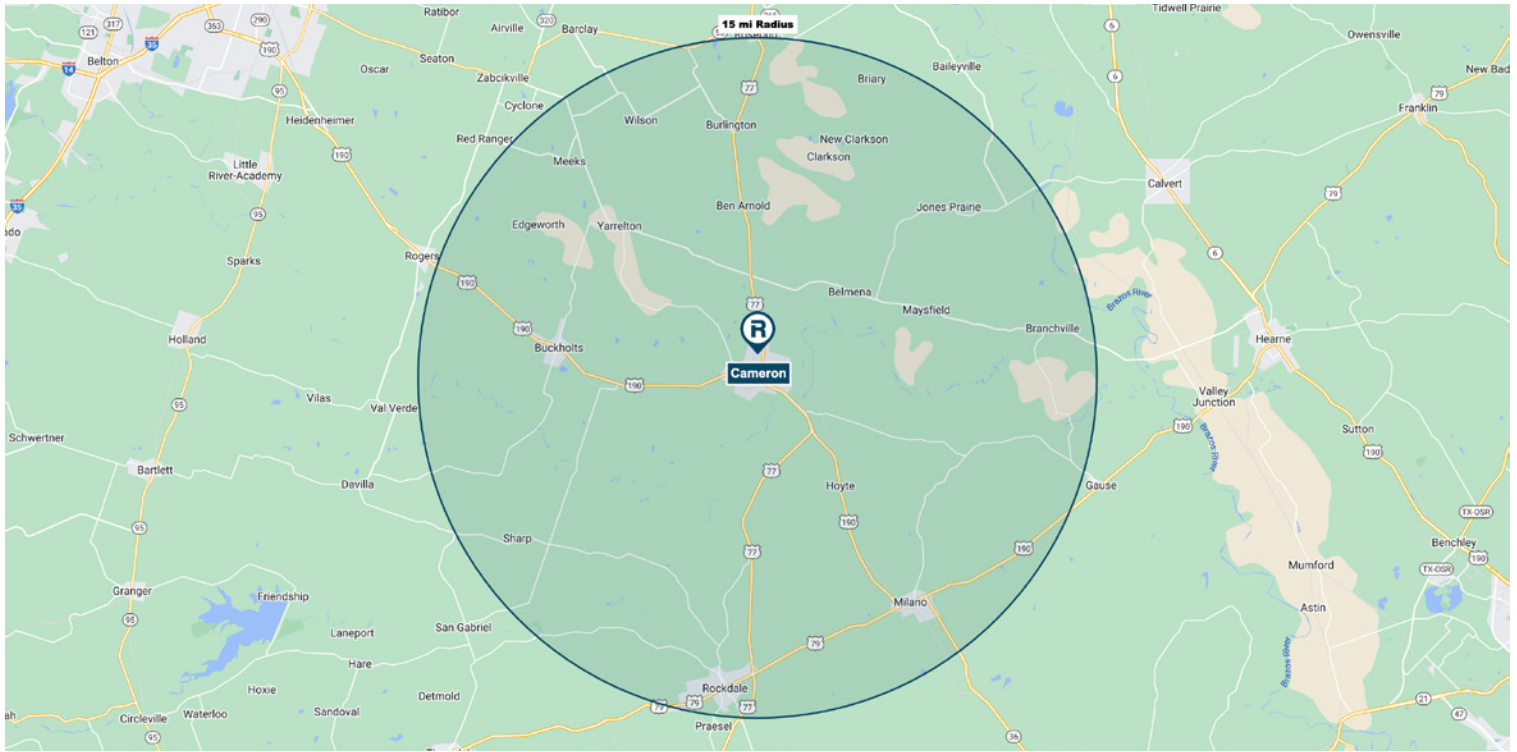
15-Mile Radial Demographic Profile

CAMERON, TEXAS

Prepared for Cameron Industrial Foundation
January 2024

15-Mile Radial • Demographic Snapshot

Cameron, Texas



Population

2020	19,293
2024	20,020
2029	20,808

Educational Attainment (%)

Graduate or Professional Degree	4.69%
Bachelors Degree	10.20%
Associate Degree	8.45%
Some College	19.71%
High School Graduate (or GED)	40.97%
Some High School, No Degree	8.75%
Less than 9th Grade	7.22%

Income

Average HH	\$83,736
Median HH	\$60,022
Per Capita	\$33,536

Age

0 - 9 Years	10.86%
10 - 17 Years	10.88%
18 - 24 Years	9.45%
25 - 34 Years	9.83%
35 - 44 Years	10.70%
45 - 54 Years	10.79%
55 - 64 Years	13.08%
65 and Older	24.41%
Median Age	43.41
Average Age	42.90

Race Distribution (%)

White	66.29%
Black/African American	9.95%
American Indian/Alaskan	0.55%
Asian	0.55%
Native Hawaiian/Islander	0.10%
Other Race	10.94%
Two or More Races	11.62%
Hispanic	28.14%



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Cameron, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	20,808	
2024 Estimate	20,020	
2020 Census	19,293	
2010 Census	19,628	
Growth 2024 - 2029		3.94%
Growth 2020 - 2024		3.77%
Growth 2010 - 2020		-1.70%
2024 Est. Population by Single-Classification Race	20,020	
White Alone	13,271	66.29%
Black or African American Alone	1,992	9.95%
Amer. Indian and Alaska Native Alone	110	0.55%
Asian Alone	111	0.55%
Native Hawaiian and Other Pacific Island Alone	19	0.10%
Some Other Race Alone	2,191	10.94%
Two or More Races	2,326	11.62%
2024 Est. Population by Hispanic or Latino Origin	20,020	
Not Hispanic or Latino	14,385	71.85%
Hispanic or Latino	5,634	28.14%
Mexican	5,006	88.85%
Puerto Rican	98	1.74%
Cuban	6	0.11%
All Other Hispanic or Latino	525	9.32%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	5,634	
White Alone	1,721	30.55%
Black or African American Alone	86	1.53%
American Indian and Alaska Native Alone	65	1.15%
Asian Alone	9	0.16%
Native Hawaiian and Other Pacific Islander Alone	5	0.09%
Some Other Race Alone	2,122	37.66%
Two or More Races	1,627	28.88%
2024 Est. Pop by Race, Asian Alone, by Category	111	
Chinese, except Taiwanese	17	15.32%
Filipino	10	9.01%
Japanese	35	31.53%
Asian Indian	3	2.70%
Korean	0	0.00%
Vietnamese	44	39.64%
Cambodian	1	0.90%
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	20,020	
Arab	1	0.01%
Czech	628	3.14%
Danish	12	0.06%
Dutch	59	0.30%
English	1,722	8.60%
French (except Basque)	199	0.99%
French Canadian	25	0.13%
German	2,506	12.52%
Greek	5	0.03%
Hungarian	22	0.11%
Irish	1,181	5.90%
Italian	344	1.72%
Lithuanian	18	0.09%
United States or American	830	4.15%
Norwegian	20	0.10%
Polish	85	0.43%
Portuguese	0	0.00%
Russian	18	0.09%
Scottish	289	1.44%
Scotch-Irish	148	0.74%
Slovak	0	0.00%
Subsaharan African	161	0.80%
Swedish	99	0.50%
Swiss	18	0.09%
Ukrainian	0	0.00%
Welsh	47	0.24%
West Indian (except Hisp. groups)	5	0.03%
Other ancestries	7,138	35.65%
Ancestry Unclassified	4,439	22.17%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	15,634	82.51%
Speak Asian/Pacific Island Language at Home	75	0.40%
Speak IndoEuropean Language at Home	70	0.37%
Speak Spanish at Home	3,149	16.62%
Speak Other Language at Home	20	0.11%

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DESCRIPTION	DATA	%
2024 Est. Population by Age	20,020	
Age 0 - 4	1,071	5.35%
Age 5 - 9	1,103	5.51%
Age 10 - 14	1,297	6.48%
Age 15 - 17	882	4.41%
Age 18 - 20	856	4.28%
Age 21 - 24	1,035	5.17%
Age 25 - 34	1,968	9.83%
Age 35 - 44	2,142	10.70%
Age 45 - 54	2,161	10.79%
Age 55 - 64	2,619	13.08%
Age 65 - 74	2,804	14.01%
Age 75 - 84	1,559	7.79%
Age 85 and over	522	2.61%
Age 16 and over	16,254	81.19%
Age 18 and over	15,666	78.25%
Age 21 and over	14,811	73.98%
Age 65 and over	4,886	24.41%
2024 Est. Median Age		43.41
2024 Est. Average Age		42.90
2024 Est. Population by Sex	20,020	
Male	9,940	49.65%
Female	10,079	50.35%
2024 Est. Male Population by Age	9,940	
Age 0 - 4	543	5.46%
Age 5 - 9	559	5.62%
Age 10 - 14	679	6.83%
Age 15 - 17	478	4.81%
Age 18 - 20	463	4.66%
Age 21 - 24	550	5.53%
Age 25 - 34	992	9.98%
Age 35 - 44	1,040	10.46%
Age 45 - 54	1,052	10.58%
Age 55 - 64	1,285	12.93%
Age 65 - 74	1,380	13.88%
Age 75 - 84	731	7.35%
Age 85 and over	189	1.90%
2024 Est. Median Age, Male		41.82
2024 Est. Average Age, Male		41.80
2024 Est. Female Population by Age	10,079	
Age 0 - 4	528	5.24%
Age 5 - 9	543	5.39%
Age 10 - 14	618	6.13%
Age 15 - 17	404	4.01%
Age 18 - 20	393	3.90%
Age 21 - 24	485	4.81%
Age 25 - 34	977	9.69%
Age 35 - 44	1,101	10.92%
Age 45 - 54	1,109	11.00%
Age 55 - 64	1,334	13.24%
Age 65 - 74	1,425	14.14%
Age 75 - 84	828	8.22%
Age 85 and over	334	3.31%
2024 Est. Median Age, Female		44.92
2024 Est. Average Age, Female		43.94

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	4,228	25.55%
Males, Never Married	2,463	14.88%
Females, Never Married	1,765	10.66%
Married, Spouse present	8,125	49.10%
Married, Spouse absent	775	4.68%
Widowed	1,264	7.64%
Males Widowed	391	2.36%
Females Widowed	872	5.27%
Divorced	2,158	13.04%
Males Divorced	974	5.89%
Females Divorced	1,184	7.15%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	995	7.22%
Some High School, no diploma	1,206	8.75%
High School Graduate (or GED)	5,644	40.97%
Some College, no degree	2,715	19.71%
Associate Degree	1,164	8.45%
Bachelor's Degree	1,405	10.20%
Master's Degree	492	3.57%
Professional School Degree	103	0.75%
Doctorate Degree	51	0.37%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,122	37.24%
High School Graduate	944	31.33%
Some College or Associate's Degree	556	18.45%
Bachelor's Degree or Higher	390	12.94%
Households		
2029 Projection	8,227	
2024 Estimate	7,861	
2020 Census	7,533	
2010 Census	7,423	
Growth 2024 - 2029		4.66%
Growth 2020 - 2024		4.35%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	7,861	
Family Households	5,438	69.18%
Nonfamily Households	2,423	30.82%
2024 Est. Group Quarters Population	392	
2024 Households by Ethnicity, Hispanic/Latino	1,644	



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DESCRIPTION	DATA	%
2024 Est. Households by Household Income	7,861	
Income < \$15,000	778	9.90%
Income \$15,000 - \$24,999	706	8.98%
Income \$25,000 - \$34,999	817	10.39%
Income \$35,000 - \$49,999	1,008	12.82%
Income \$50,000 - \$74,999	1,445	18.38%
Income \$75,000 - \$99,999	1,022	13.00%
Income \$100,000 - \$124,999	649	8.26%
Income \$125,000 - \$149,999	382	4.86%
Income \$150,000 - \$199,999	526	6.69%
Income \$200,000 - \$249,999	236	3.00%
Income \$250,000 - \$499,999	200	2.54%
Income \$500,000+	92	1.17%
2024 Est. Average Household Income		\$83,736
2024 Est. Median Household Income		\$60,022
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$64,012
Black or African American Alone		\$54,823
American Indian and Alaska Native Alone		\$59,120
Asian Alone		\$91,783
Native Hawaiian and Other Pacific Islander Alone		\$75,000
Some Other Race Alone		\$41,152
Two or More Races		\$63,349
Hispanic or Latino		\$39,125
Not Hispanic or Latino		\$65,480
2024 Est. HH by Type and Presence of Own Child.	7,861	
Family Households with Children	1,922	24.45%
Family Households without Children	5,939	75.55%
Married-Couple Families	3,877	49.32%
Married-Couple Family, own children	1,433	18.23%
Married-Couple Family, no own children	2,443	31.08%
Cohabiting-Couple Families	229	2.91%
Cohabiting-Couple Family, own children	31	0.39%
Cohabiting-Couple Family, no own children	197	2.51%
Male Householder Families	1,680	21.37%
Male Householder, own children	111	1.41%
Male Householder, no own children	273	3.47%
Male Householder, only Nonrelatives	40	0.51%
Male Householder, Living Alone	1,256	15.98%
Female Householder Families	2,075	26.40%
Female Householder, own children	347	4.41%
Female Householder, no own children	532	6.77%
Female Householder, only Nonrelatives	109	1.39%
Female Householder, Living Alone	1,087	13.83%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	7,861	
1-person	2,308	29.36%
2-person	2,631	33.47%
3-person	1,112	14.15%
4-person	903	11.49%
5-person	511	6.50%
6-person	227	2.89%
7-or-more-person	169	2.15%
2024 Est. Average Household Size		2.49
2024 Est. Households by Number of Vehicles	7,861	
No Vehicles	413	5.25%
1 Vehicle	2,242	28.52%
2 Vehicles	3,261	41.48%
3 Vehicles	1,369	17.41%
4 Vehicles	468	5.95%
5 or more Vehicles	108	1.37%
2024 Est. Average Number of Vehicles		2.0
Family Households		
2029 Projection	5,693	
2024 Estimate	5,438	
2020 Estimate	5,035	
2010 Census	5,144	
Growth 2024 - 2029		4.69%
Growth 2020 - 2024		8.00%
Growth 2010 - 2020		-2.11%
2024 Est. Families by Poverty Status	5,438	
2024 Families at or Above Poverty	4,606	84.70%
2024 Families at or Above Poverty with Children	1,739	31.98%
2024 Families Below Poverty	832	15.30%
2024 Families Below Poverty with Children	527	9.69%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	8,557	52.65%
Civilian Labor Force, Unemployed	659	4.05%
Armed Forces	0	0.00%
Not in Labor Force	7,038	43.30%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	5,393	63.78%
Non-Profit Private Workers	891	10.54%
Local Government Workers	123	1.45%
State Government Workers	463	5.48%
Federal Government Workers	604	7.14%
Self-Employed Workers	956	11.31%
Unpaid Family Workers	25	0.30%



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Cameron, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	152	1.80%
Arts/Entertainment/Sports	58	0.69%
Building Grounds Maintenance	373	4.41%
Business/Financial Operations	178	2.10%
Community/Social Services	191	2.26%
Computer/Mathematical	60	0.71%
Construction/Extraction	1,058	12.51%
Education/Training/Library	734	8.68%
Farming/Fishing/Forestry	98	1.16%
Food Prep/Serving	457	5.41%
Health Practitioner/Technician	437	5.17%
Healthcare Support	217	2.57%
Maintenance Repair	422	4.99%
Legal	29	0.34%
Life/Physical/Social Science	2	0.02%
Management	834	9.86%
Office/Admin. Support	1,064	12.58%
Production	318	3.76%
Protective Services	57	0.67%
Sales/Related	834	9.86%
Personal Care/Service	158	1.87%
Transportation/Moving	722	8.54%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	4,574	54.10%
Blue Collar	2,521	29.82%
Service and Farm	1,360	16.08%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	6,275	77.74%
Car Pooled	969	12.01%
Public Transportation	61	0.76%
Walked	136	1.69%
Bicycle	0	0.00%
Other Means	112	1.39%
Worked at Home	518	6.42%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,003	
15 - 29 Minutes	1,640	
30 - 44 Minutes	1,303	
45 - 59 Minutes	779	
60 or more Minutes	835	
2024 Est. Avg Travel Time to Work in Minutes		28
2024 Est. Occupied Housing Units by Tenure	7,861	
Owner Occupied	5,514	59.57%
Renter Occupied	2,347	29.86%
2024 Owner Occ. HUs: Avg. Length of Residence		19.04 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		7.38 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	5,514	
Value Less than \$20,000	244	4.42%
Value \$20,000 - \$39,999	267	4.84%
Value \$40,000 - \$59,999	344	6.24%
Value \$60,000 - \$79,999	298	5.40%
Value \$80,000 - \$99,999	723	13.11%
Value \$100,000 - \$149,999	872	15.81%
Value \$150,000 - \$199,999	711	12.90%
Value \$200,000 - \$299,999	881	15.98%
Value \$300,000 - \$399,999	593	10.75%
Value \$400,000 - \$499,999	302	5.48%
Value \$500,000 - \$749,999	141	2.56%
Value \$750,000 - \$999,999	79	1.43%
Value \$1,000,000 or \$1,499,999	49	0.89%
Value \$1,500,000 or \$1,999,999	4	0.07%
Value \$2,000,000+	5	0.09%
2024 Est. Median All Owner-Occupied Housing Value		\$150,536
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	7,174	77.51%
1 Unit Attached	128	1.38%
2 Units	226	2.44%
3 or 4 Units	218	2.35%
5 to 19 Units	255	2.75%
20 to 49 Units	17	0.18%
50 or More Units	60	0.65%
Mobile Home or Trailer	1,161	12.54%
Boat, RV, Van, etc.	18	0.19%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	344	3.72%
Housing Units Built 2010 to 2019	675	7.29%
Housing Units Built 2000 to 2009	888	9.59%
Housing Units Built 1990 to 1999	1,158	12.51%
Housing Units Built 1980 to 1989	1,160	12.53%
Housing Units Built 1970 to 1979	1,859	20.08%
Housing Units Built 1960 to 1969	997	10.77%
Housing Units Built 1950 to 1959	1,270	13.72%
Housing Units Built 1940 to 1949	278	3.00%
Housing Unit Built 1939 or Earlier	627	6.77%
2024 Est. Median Year Structure Built		1978

[†] 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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