



The**Retail**Coach.®

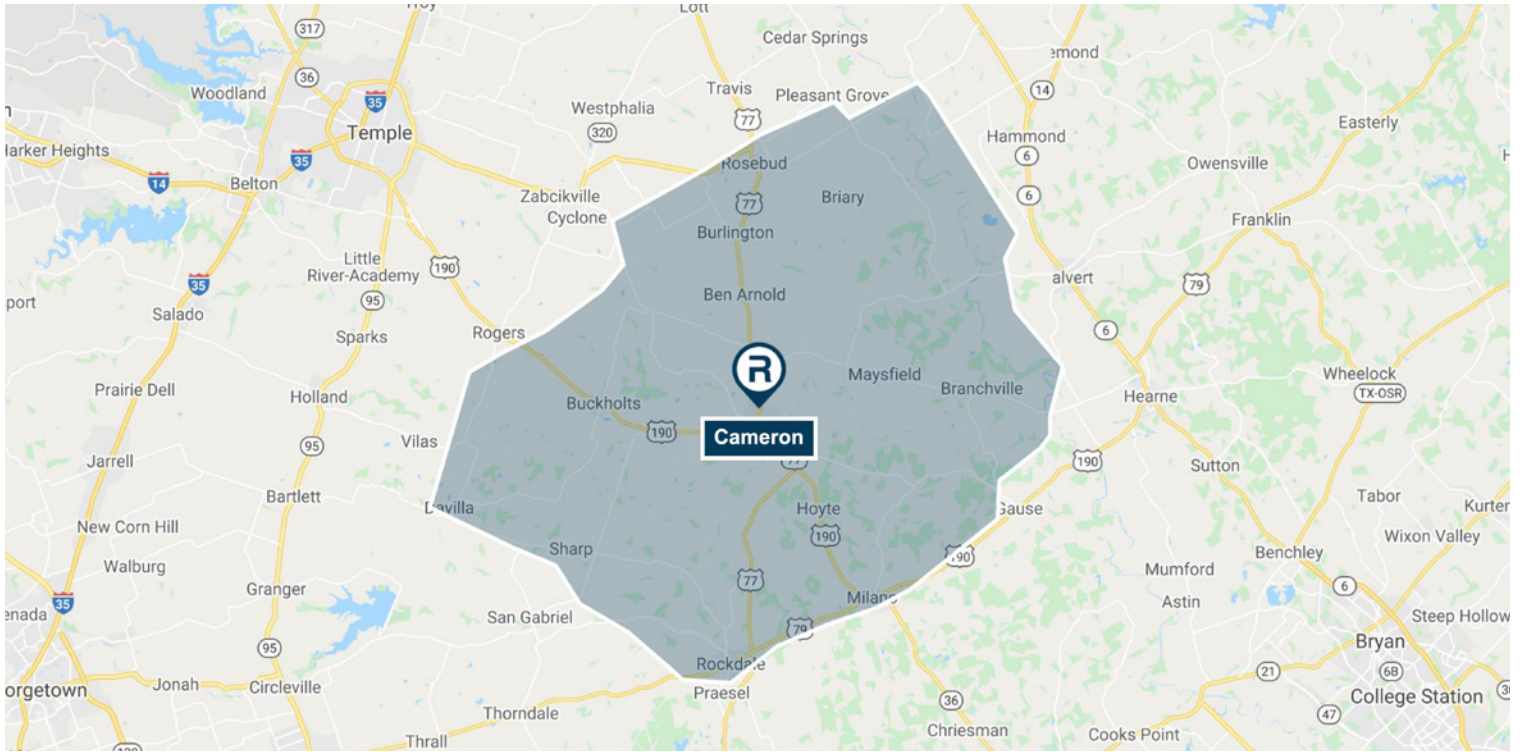
Retail Trade Area Demographic Profile

CAMERON, TEXAS

Prepared for Cameron Industrial Foundation
January 2023

Retail Trade Area • Demographic Snapshot

Cameron, Texas



Population

2020	20,592
2023	20,736

Educational Attainment (%)

Graduate or Professional Degree	4.02%
Bachelors Degree	9.04%
Associate Degree	8.22%
Some College	20.15%
High School Graduate (GED)	39.98%
Some High School, No Degree	10.90%
Less than 9th Grade	7.70%

Income

Average HH	\$74,012
Median HH	\$52,460
Per Capita	\$29,590

Age

0 - 9 Years	11.68%
10 - 17 Years	11.37%
18 - 24 Years	8.75%
25 - 34 Years	10.53%
35 - 44 Years	11.24%
45 - 54 Years	11.04%
55 - 64 Years	12.82%
65 and Older	22.57%
Median Age	41.85
Average Age	41.91

Race Distribution (%)

White	64.53%
Black/African American	11.98%
American Indian/Alaskan	0.67%
Asian	0.52%
Native Hawaiian/Islander	0.07%
Other Race	11.45%
Two or More Races	10.78%
Hispanic	29.60%



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Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
Population		
2023 Estimate	20,736	
2020 Census	20,592	
2010 Census	21,136	
Growth 2020 - 2023		0.70%
Growth 2010 - 2020		-2.56%
2023 Est. Population by Single-Classification Race	20,736	
White Alone	13,380	64.53%
Black or African American Alone	2,485	11.98%
Amer. Indian and Alaska Native Alone	139	0.67%
Asian Alone	108	0.52%
Native Hawaiian and Other Pacific Island Alone	14	0.07%
Some Other Race Alone	2,374	11.45%
Two or More Races	2,235	10.78%
2023 Est. Population by Hispanic or Latino Origin	20,736	
Not Hispanic or Latino	14,597	70.39%
Hispanic or Latino	6,138	29.60%
Mexican	5,651	92.07%
Puerto Rican	20	0.33%
Cuban	6	0.10%
All Other Hispanic or Latino	462	7.53%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	6,138	
White Alone	1,958	31.90%
Black or African American Alone	94	1.53%
American Indian and Alaska Native Alone	64	1.04%
Asian Alone	9	0.15%
Native Hawaiian and Other Pacific Islander Alone	5	0.08%
Some Other Race Alone	2,272	37.02%
Two or More Races	1,736	28.28%
2023 Est. Pop by Race, Asian Alone, by Category	108	
Chinese, except Taiwanese	14	12.96%
Filipino	6	5.56%
Japanese	33	30.56%
Asian Indian	17	15.74%
Korean	0	0.00%
Vietnamese	38	35.19%
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	%
2023 Est. Population by Ancestry	20,736	
Arab	33	0.16%
Czech	654	3.15%
Danish	11	0.05%
Dutch	55	0.27%
English	1,491	7.19%
French (except Basque)	262	1.26%
French Canadian	28	0.14%
German	2,617	12.62%
Greek	0	0.00%
Hungarian	55	0.27%
Irish	1,154	5.57%
Italian	354	1.71%
Lithuanian	13	0.06%
United States or American	905	4.36%
Norwegian	130	0.63%
Polish	144	0.69%
Portuguese	9	0.04%
Russian	18	0.09%
Scottish	236	1.14%
Scotch-Irish	218	1.05%
Slovak	3	0.02%
Subsaharan African	24	0.12%
Swedish	102	0.49%
Swiss	17	0.08%
Ukrainian	0	0.00%
Welsh	67	0.32%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	7,768	37.46%
Ancestry Unclassified	4,367	21.06%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	15,692	80.20%
Speak Asian/Pacific Island Language at Home	115	0.59%
Speak IndoEuropean Language at Home	148	0.76%
Speak Spanish at Home	3,572	18.26%
Speak Other Language at Home	38	0.19%

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DESCRIPTION	DATA	%
2023 Est. Population by Age	20,736	
Age 0 - 4	1,170	5.64%
Age 5 - 9	1,251	6.03%
Age 10 - 14	1,427	6.88%
Age 15 - 17	930	4.49%
Age 18 - 20	812	3.92%
Age 21 - 24	1,002	4.83%
Age 25 - 34	2,184	10.53%
Age 35 - 44	2,331	11.24%
Age 45 - 54	2,290	11.04%
Age 55 - 64	2,658	12.82%
Age 65 - 74	2,705	13.05%
Age 75 - 84	1,364	6.58%
Age 85 and over	613	2.96%
Age 16 and over	16,587	79.99%
Age 18 and over	15,958	76.96%
Age 21 and over	15,146	73.04%
Age 65 and over	4,681	22.57%
2023 Est. Median Age		41.85
2023 Est. Average Age		41.91
2023 Est. Population by Sex	20,736	
Male	10,232	49.34%
Female	10,504	50.66%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	10,232	
Age 0 - 4	604	5.90%
Age 5 - 9	644	6.29%
Age 10 - 14	745	7.28%
Age 15 - 17	501	4.90%
Age 18 - 20	441	4.31%
Age 21 - 24	535	5.23%
Age 25 - 34	1,107	10.82%
Age 35 - 44	1,139	11.13%
Age 45 - 54	1,093	10.68%
Age 55 - 64	1,298	12.69%
Age 65 - 74	1,266	12.37%
Age 75 - 84	637	6.23%
Age 85 and over	222	2.17%
2023 Est. Median Age, Male		39.73
2023 Est. Average Age, Male		40.50
2023 Est. Female Population by Age	10,504	
Age 0 - 4	566	5.39%
Age 5 - 9	607	5.78%
Age 10 - 14	682	6.49%
Age 15 - 17	429	4.08%
Age 18 - 20	371	3.53%
Age 21 - 24	467	4.45%
Age 25 - 34	1,077	10.25%
Age 35 - 44	1,192	11.35%
Age 45 - 54	1,197	11.40%
Age 55 - 64	1,360	12.95%
Age 65 - 74	1,439	13.70%
Age 75 - 84	726	6.91%
Age 85 and over	391	3.72%
2023 Est. Median Age, Female		43.85
2023 Est. Average Age, Female		43.25

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DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	4,552	26.95%
Males, Never Married	2,576	15.25%
Females, Never Married	1,976	11.70%
Married, Spouse present	7,550	44.71%
Married, Spouse absent	900	5.33%
Widowed	1,450	8.59%
Males Widowed	467	2.77%
Females Widowed	983	5.82%
Divorced	2,437	14.43%
Males Divorced	1,047	6.20%
Females Divorced	1,389	8.23%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,089	7.70%
Some High School, no diploma	1,541	10.90%
High School Graduate (or GED)	5,654	39.98%
Some College, no degree	2,850	20.15%
Associate Degree	1,163	8.22%
Bachelor's Degree	1,278	9.04%
Master's Degree	406	2.87%
Professional School Degree	113	0.80%
Doctorate Degree	50	0.35%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,344	42.16%
High School Graduate	967	30.33%
Some College or Associate's Degree	558	17.50%
Bachelor's Degree or Higher	318	9.98%
Households		
2028 Projection	8,179	
2023 Estimate	8,137	
2020 Census	8,033	
2010 Census	8,028	
Growth 2023 - 2028		0.52%
Growth 2020 - 2023		1.29%
Growth 2010 - 2020		0.06%
2023 Est. Households by Household Type		
Family Households	5,603	68.86%
Nonfamily Households	2,535	31.15%
2023 Est. Group Quarters Population		
	383	
2023 Households by Ethnicity, Hispanic/Latino		
	1,705	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income		
Income < \$15,000	965	11.86%
Income \$15,000 - \$24,999	869	10.68%
Income \$25,000 - \$34,999	809	9.94%
Income \$35,000 - \$49,999	1,252	15.39%
Income \$50,000 - \$74,999	1,447	17.78%
Income \$75,000 - \$99,999	939	11.54%
Income \$100,000 - \$124,999	564	6.93%
Income \$125,000 - \$149,999	371	4.56%
Income \$150,000 - \$199,999	530	6.51%
Income \$200,000 - \$249,999	192	2.36%
Income \$250,000 - \$499,999	144	1.77%
Income \$500,000+	55	0.68%
2023 Est. Average Household Income		
		\$74,012
2023 Est. Median Household Income		
		\$52,460
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$58,317
Black or African American Alone		\$45,575
American Indian and Alaska Native Alone		\$61,504
Asian Alone		\$141,400
Native Hawaiian and Other Pacific Islander Alone		\$64,453
Some Other Race Alone		\$33,582
Two or More Races		\$36,191
Hispanic or Latino		\$43,739
Not Hispanic or Latino		\$55,480
2023 Est. Family HH Type by Presence of Own Child.		
Married-Couple Family, own children	1,484	26.49%
Married-Couple Family, no own children	2,563	45.74%
Male Householder, own children	194	3.46%
Male Householder, no own children	248	4.43%
Female Householder, own children	629	11.23%
Female Householder, no own children	485	8.66%
2023 Est. Households by Household Size		
1-person	2,108	25.91%
2-person	2,951	36.27%
3-person	1,154	14.18%
4-person	1,142	14.04%
5-person	389	4.78%
6-person	188	2.31%
7-or-more-person	205	2.52%
2023 Est. Average Household Size		
		2.50

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DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	8,137	
Households with 1 or More People under Age 18:	2,727	33.51%
Married-Couple Family	1,673	61.35%
Other Family, Male Householder	255	9.35%
Other Family, Female Householder	774	28.38%
Nonfamily, Male Householder	18	0.66%
Nonfamily, Female Householder	8	0.29%
Households with No People under Age 18:	5,410	
Married-Couple Family	2,370	43.81%
Other Family, Male Householder	192	3.55%
Other Family, Female Householder	339	6.27%
Nonfamily, Male Householder	1,147	21.20%
Nonfamily, Female Householder	1,361	25.16%
2023 Est. Households by Number of Vehicles	8,137	
No Vehicles	299	3.67%
1 Vehicle	2,620	32.20%
2 Vehicles	3,201	39.34%
3 Vehicles	1,327	16.31%
4 Vehicles	495	6.08%
5 or more Vehicles	195	2.40%
2023 Est. Average Number of Vehicles		2.0
Family Households		
2028 Projection	5,634	
2023 Estimate	5,603	
2010 Census	5,535	
Growth 2023 - 2028		0.55%
Growth 2010 - 2023		1.23%
2023 Est. Families by Poverty Status	5,603	
2023 Families at or Above Poverty	4,726	84.35%
2023 Families at or Above Poverty with Children	1,967	35.11%
2023 Families Below Poverty	877	15.65%
2023 Families Below Poverty with Children	547	9.76%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	8,515	51.34%
Civilian Labor Force, Unemployed	630	3.80%
Armed Forces	0	0.00%
Not in Labor Force	7,441	44.86%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	8,457	
For-Profit Private Workers	5,442	64.35%
Non-Profit Private Workers	695	8.22%
Local Government Workers	132	1.56%
State Government Workers	500	5.91%
Federal Government Workers	693	8.19%
Self-Employed Workers	955	11.29%
Unpaid Family Workers	39	0.46%
2023 Est. Civ. Employed Pop 16+ by Occupation	8,457	
Architect/Engineer	184	2.18%
Arts/Entertainment/Sports	44	0.52%
Building Grounds Maintenance	433	5.12%
Business/Financial Operations	221	2.61%
Community/Social Services	173	2.05%
Computer/Mathematical	85	1.00%
Construction/Extraction	948	11.21%
Education/Training/Library	575	6.80%
Farming/Fishing/Forestry	82	0.97%
Food Prep/Serving	409	4.84%
Health Practitioner/Technician	446	5.27%
Healthcare Support	239	2.83%
Maintenance Repair	440	5.20%
Legal	23	0.27%
Life/Physical/Social Science	2	0.02%
Management	757	8.95%
Office/Admin. Support	1,151	13.61%
Production	429	5.07%
Protective Services	160	1.89%
Sales/Related	696	8.23%
Personal Care/Service	189	2.23%
Transportation/Moving	772	9.13%
2023 Est. Pop 16+ by Occupation Classification	8,457	
White Collar	4,356	51.51%
Blue Collar	2,589	30.61%
Service and Farm	1,512	17.88%
2023 Est. Workers Age 16+ by Transp. to Work	8,200	
Drove Alone	6,786	82.76%
Car Pooled	827	10.09%
Public Transportation	41	0.50%
Walked	119	1.45%
Bicycle	0	0.00%
Other Means	82	1.00%
Worked at Home	344	4.20%

Retail Trade Area • Demographic Profile

Cameron, Texas

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,004	
15 - 29 Minutes	1,610	
30 - 44 Minutes	1,459	
45 - 59 Minutes	888	
60 or more Minutes	887	
2023 Est. Avg Travel Time to Work in Minutes		29
2023 Est. Occupied Housing Units by Tenure	8,137	
Owner Occupied	5,691	69.94%
Renter Occupied	2,447	30.07%
2023 Owner Occ. HUs: Avg. Length of Residence		18.62 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		6.98 [†]
2023 Est. Owner-Occupied Housing Units by Value	8,137	
Value Less than \$20,000	250	4.39%
Value \$20,000 - \$39,999	240	4.22%
Value \$40,000 - \$59,999	382	6.71%
Value \$60,000 - \$79,999	325	5.71%
Value \$80,000 - \$99,999	587	10.32%
Value \$100,000 - \$149,999	1,297	22.79%
Value \$150,000 - \$199,999	705	12.39%
Value \$200,000 - \$299,999	733	12.88%
Value \$300,000 - \$399,999	517	9.09%
Value \$400,000 - \$499,999	295	5.18%
Value \$500,000 - \$749,999	207	3.64%
Value \$750,000 - \$999,999	75	1.32%
Value \$1,000,000 or \$1,499,999	55	0.97%
Value \$1,500,000 or \$1,999,999	10	0.18%
Value \$2,000,000+	12	0.21%
2023 Est. Median All Owner-Occupied Housing Value		\$139,286
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	7,626	78.88%
1 Unit Attached	121	1.25%
2 Units	192	1.99%
3 or 4 Units	191	1.98%
5 to 19 Units	197	2.04%
20 to 49 Units	64	0.66%
50 or More Units	77	0.80%
Mobile Home or Trailer	1,186	12.27%
Boat, RV, Van, etc.	14	0.15%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	468	4.84%
Housing Units Built 2010 to 2014	253	2.62%
Housing Units Built 2000 to 2009	904	9.35%
Housing Units Built 1990 to 1999	1,151	11.91%
Housing Units Built 1980 to 1989	1,369	14.16%
Housing Units Built 1970 to 1979	1,853	19.17%
Housing Units Built 1960 to 1969	1,075	11.12%
Housing Units Built 1950 to 1959	1,504	15.56%
Housing Units Built 1940 to 1949	315	3.26%
Housing Unit Built 1939 or Earlier	776	8.03%
2023 Est. Median Year Structure Built		1976

[†] 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, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, 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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