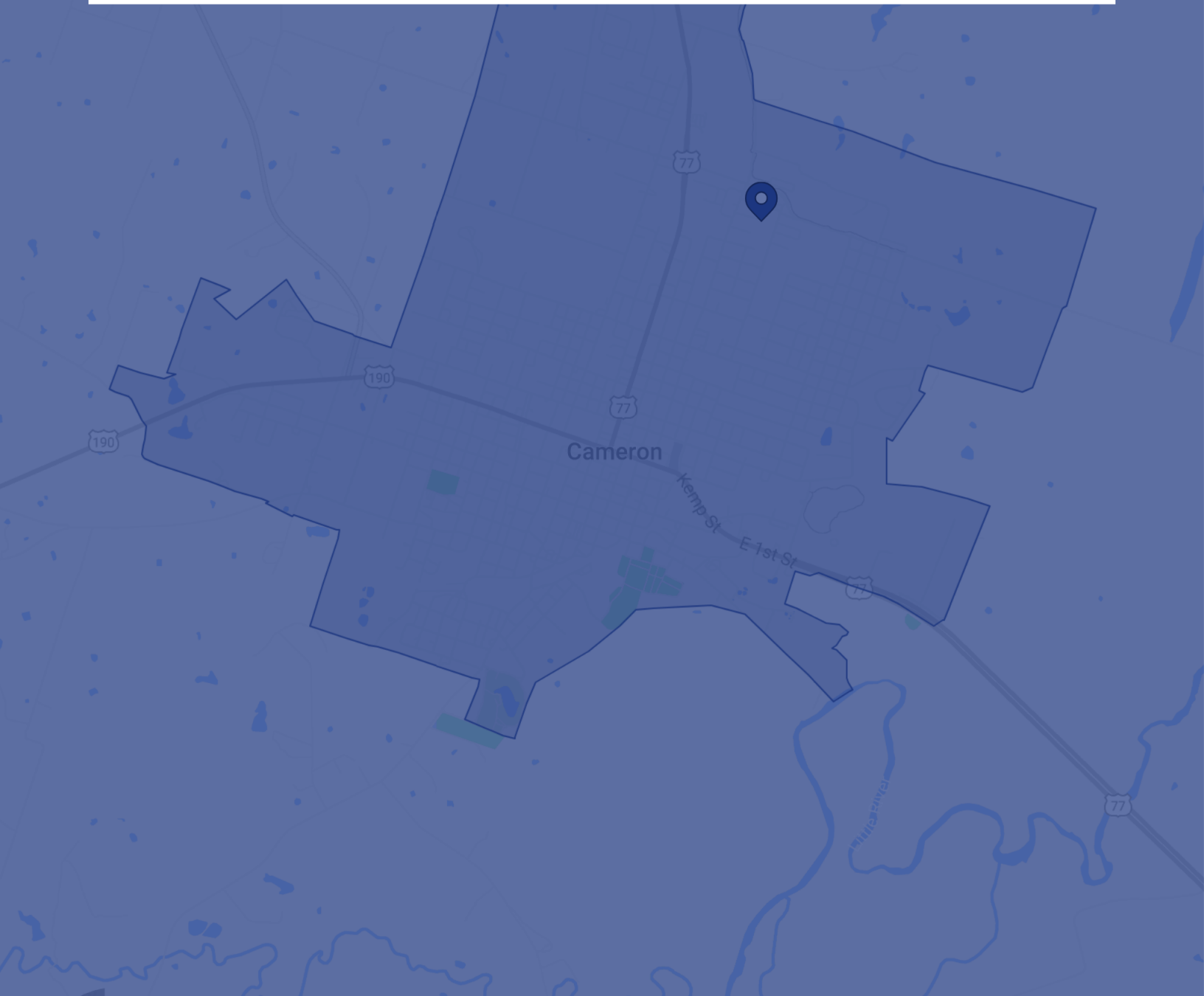


Market Demographics

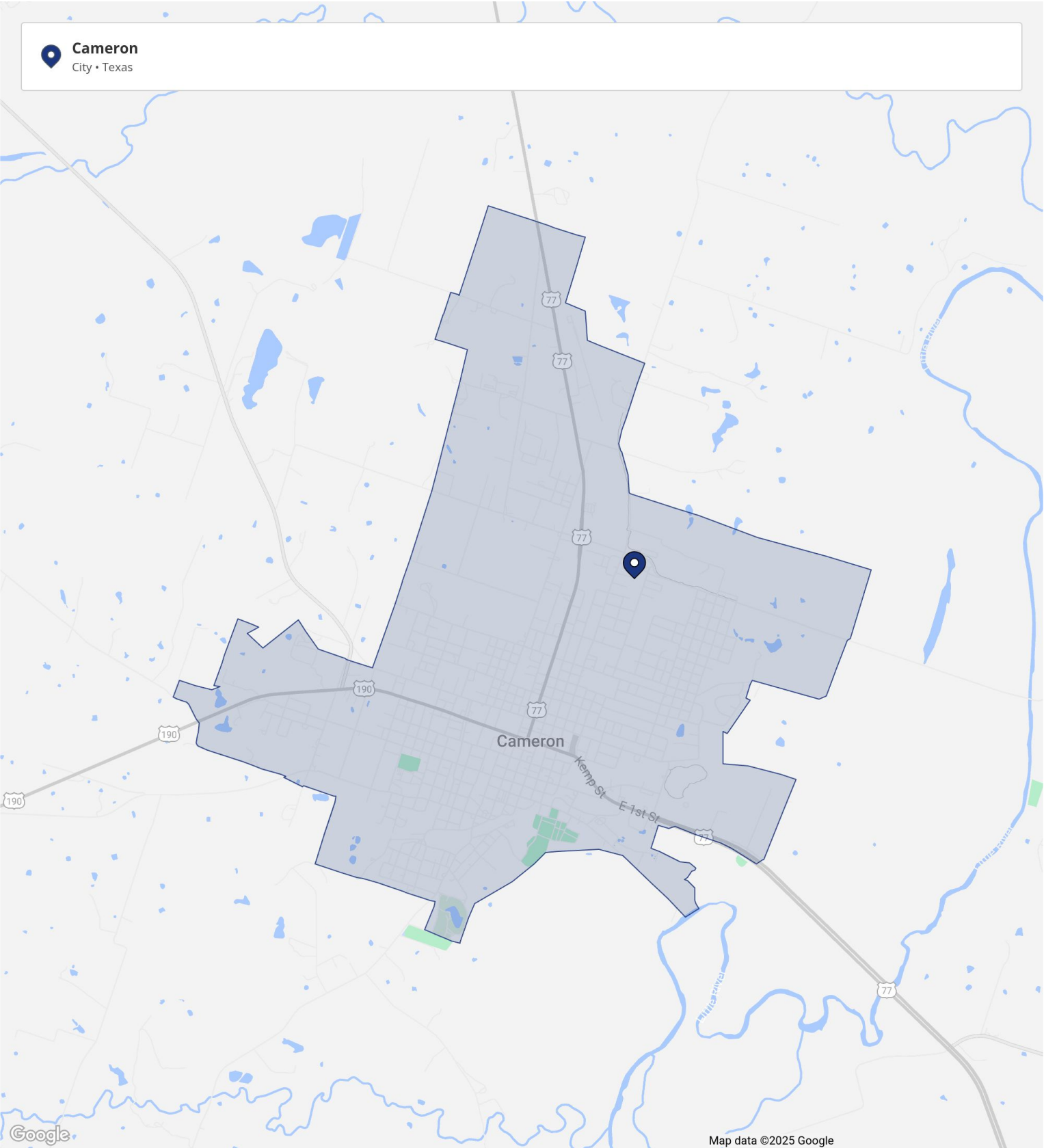
Jan 1 - Jul 25, 2025

Market:



Market Demographics

Jan 1 - Jul 25, 2025

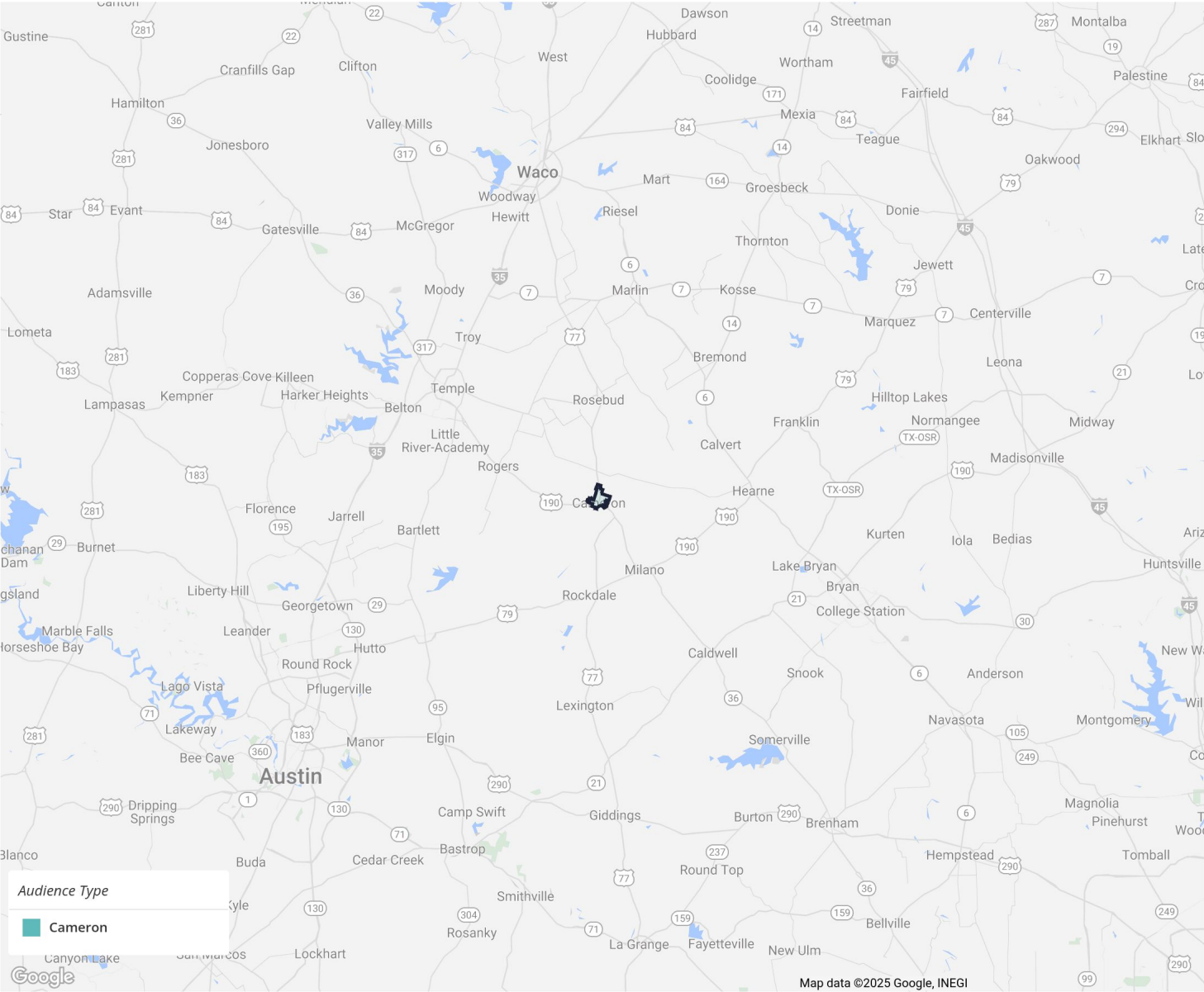


Market Demographics

Jan 1 - Jul 25, 2025



Cameron / City • Texas



Market Demographics

Jan 1 - Jul 25, 2025



Cameron

Overview

Total Demand	\$103.55M
Total Supply	\$89.12M

Groceries & Other Food Items Off The Premises

Demand	\$7.97M
Supply	\$10.91M
Unmet Demand (Demand-Supply)	\$-2.94M

Meals & Nonalcoholic Beverages For Immediate Consumption

Demand	\$5.22M
Supply	\$3.47M
Unmet Demand (Demand-Supply)	\$1.75M

Alcoholic Drinks Served At The Establishment

Demand	\$738,875.16
Supply	\$98,440.51
Unmet Demand (Demand-Supply)	\$640,434.65

Packaged Liquor, Wine, & Beer

Demand	\$1.48M
Supply	\$2.42M

DataSet: STI: Market Outlook

Benchmark: Nationwide

Market Demographics

Jan 1 - Jul 25, 2025



	Cameron
Unmet Demand (Demand-Supply)	\$-940,822.35
Cigars, Cigarettes, Tobacco, & Smokers' Accessories	
Demand	\$934,803.47
Supply	\$2.22M
Unmet Demand (Demand-Supply)	\$-1.28M
Drugs, Health Aids, Beauty Aids, Including Cosmetics	
Demand	\$4.35M
Supply	\$3.69M
Unmet Demand (Demand-Supply)	\$657,730.36
Soaps, Detergents, & Household Cleaners	
Demand	\$242,696.67
Supply	\$711,525.38
Unmet Demand (Demand-Supply)	\$-468,828.71
Paper & Related Products	
Demand	\$170,533.91
Supply	\$597,512.47
Unmet Demand (Demand-Supply)	\$-426,978.56
Men's Wear	
DataSet: STI: Market Outlook	
Benchmark: Nationwide	

Market Demographics

Jan 1 - Jul 25, 2025



	Cameron
Demand	\$397,698.19
Supply	\$690,191.92
Unmet Demand (Demand-Supply)	\$-292,493.72
Women's, Juniors', & Misses' Wear	
Demand	\$982,062.46
Supply	\$1.12M
Unmet Demand (Demand-Supply)	\$-137,389.14
Children's Wear & Infants' & Toddlers' Clothing & Accessories	
Demand	\$200,306.32
Supply	\$423,240.37
Unmet Demand (Demand-Supply)	\$-222,934.05
Footwear, Including Accessories	
Demand	\$721,187.89
Supply	\$196,262.03
Unmet Demand (Demand-Supply)	\$524,925.86
Sewing, Knitting Materials & Supplies	
Demand	\$21,682.44
Supply	\$31,006.48
DataSet: STI: Market Outlook	
Benchmark: Nationwide	

Market Demographics

Jan 1 - Jul 25, 2025



	Cameron
Unmet Demand (Demand-Supply)	\$-9,324.04
Curtains, Draperies, Blinds, Slipcovers, Bed & Table Coverings	
Demand	\$190,585.83
Supply	\$97,386.34
Unmet Demand (Demand-Supply)	\$93,199.5
Major Household Appliances	
Demand	\$293,027.13
Supply	\$462.13
Unmet Demand (Demand-Supply)	\$292,565.01
Small Electric Appliances	
Demand	\$58,056.29
Supply	\$72,684.62
Unmet Demand (Demand-Supply)	\$-14,628.33
Televisions, Video Recorders, Video Cameras, Video Tapes, Dvds, Etc.	
Demand	\$235,797.87
Supply	\$19,381.21
Unmet Demand (Demand-Supply)	\$216,416.66
Audio Equipment & Musical Instruments & Related Materials	
DataSet: STI: Market Outlook	
Benchmark: Nationwide	

Market Demographics

Jan 1 - Jul 25, 2025



	Cameron
Demand	\$65,387.16
Supply	\$37,716.75
Unmet Demand (Demand-Supply)	\$27,670.41
Furniture, Sleep Equipment & Outdoor/Patio Furniture	
Demand	\$958,956.56
Supply	\$461,758.03
Unmet Demand (Demand-Supply)	\$497,198.54
Flooring & Floor Coverings	
Demand	\$245,117.96
Supply	\$1.16M
Unmet Demand (Demand-Supply)	\$-910,959
Computer Hardware, Software, & Supplies, Including Gaming	
Demand	\$710,201.22
Supply	\$379,691.12
Unmet Demand (Demand-Supply)	\$330,510.1
Kitchenware & Home Furnishings	
Demand	\$137,739.33
Supply	\$526,664.02
DataSet: STI: Market Outlook	
Benchmark: Nationwide	

Market Demographics

Jan 1 - Jul 25, 2025



	Cameron
Unmet Demand (Demand-Supply)	\$-388,924.69
Jewelry, Including Watches	
Demand	\$201,903.73
Supply	\$426,663.24
Unmet Demand (Demand-Supply)	\$-224,759.52
Books/Periodicals	
Demand	\$121,482.78
Supply	\$46,678.56
Unmet Demand (Demand-Supply)	\$74,804.22
Photographic Equipment & Supplies	
Demand	\$16,905.2
Supply	--
Unmet Demand (Demand-Supply)	\$16,905.2
Toys, Hobby Goods, & Games	
Demand	\$302,590.86
Supply	\$606,001.35
Unmet Demand (Demand-Supply)	\$-303,410.48
Optical Goods, Including Eyeglasses, Contact Lenses, Sunglasses, Etc.	
DataSet: STI: Market Outlook	
Benchmark: Nationwide	

Market Demographics

Jan 1 - Jul 25, 2025



	Cameron
Demand	\$91,633.32
Supply	\$168,383.27
Unmet Demand (Demand-Supply)	\$-76,749.95
Sporting Goods, Including Saddlery, Bicycles & Sport Vehicles	
Demand	\$180,552.94
Supply	\$472,734.91
Unmet Demand (Demand-Supply)	\$-292,181.97
Hardware, Tools, & Plumbing & Electrical Supplies	
Demand	\$708,975.87
Supply	\$704,448.37
Unmet Demand (Demand-Supply)	\$4,527.5
Lawn, Garden, & Farm Equipment & Supplies	
Demand	\$1.18M
Supply	\$2.08M
Unmet Demand (Demand-Supply)	\$-906,494.46
Dimensional Lumber & Other Building Materials & Supplies	
Demand	\$1.72M
Supply	\$1.55M
DataSet: STI: Market Outlook	
Benchmark: Nationwide	

Market Demographics

Jan 1 - Jul 25, 2025



	Cameron
Unmet Demand (Demand-Supply)	\$171,644.97
Paint & Sundries / Wallpaper & Other Flexible Wallcoverings	
Demand	\$299,700.58
Supply	\$281,223.02
Unmet Demand (Demand-Supply)	\$18,477.57
Autos, Cars, Vans, Trucks & Motorcycles	
Demand	\$7.52M
Supply	\$11.03M
Unmet Demand (Demand-Supply)	\$-3.52M
Automotive Fuels	
Demand	\$5.35M
Supply	\$13.56M
Unmet Demand (Demand-Supply)	\$-8.21M
Automotive Lubricants, Including Oil, Greases, Etc.	
Demand	\$2.13M
Supply	\$7.25M
Unmet Demand (Demand-Supply)	\$-5.13M
Household Fuels, Including Oil, Lp Gas, Wood, Coal	
DataSet: STI: Market Outlook	
Benchmark: Nationwide	

Market Demographics

Jan 1 - Jul 25, 2025



	Cameron
Demand	\$399,914.67
Supply	\$47,870.39
Unmet Demand (Demand-Supply)	\$352,044.28
Pets, Pet Foods, & Pet Supplies	
Demand	\$956,861.34
Supply	\$1.17M
Unmet Demand (Demand-Supply)	\$-214,949.48
Fresh meat and poultry	
Demand	\$1.27M
Supply	\$1.33M
Unmet Demand (Demand-Supply)	\$-57,529.47
Fresh fish and seafood	
Demand	\$279,103.02
Supply	\$160,245.96
Unmet Demand (Demand-Supply)	\$118,857.05
Fresh fruit and vegetables	
Demand	\$1.66M
Supply	\$1.3M
DataSet: STI: Market Outlook	
Benchmark: Nationwide	

Market Demographics

Jan 1 - Jul 25, 2025



	Cameron
Unmet Demand (Demand-Supply)	\$355,311.75
Eggs and dairy (except ice cream)	
Demand	\$810,786.59
Supply	\$986,287.21
Unmet Demand (Demand-Supply)	\$-175,500.62
Baked goods	
Demand	\$634,349.6
Supply	\$427,749.69
Unmet Demand (Demand-Supply)	\$206,599.91
Soft drinks and nonalcoholic beverages	
Demand	\$745,704.37
Supply	\$1.49M
Unmet Demand (Demand-Supply)	\$-741,540.83
All Other Merchandise	
Demand	\$50.66M
Supply	\$14.71M
Unmet Demand (Demand-Supply)	\$35.95M
DataSet: STI: Market Outlook	
Benchmark: Nationwide	

Demographic Overview

Summary

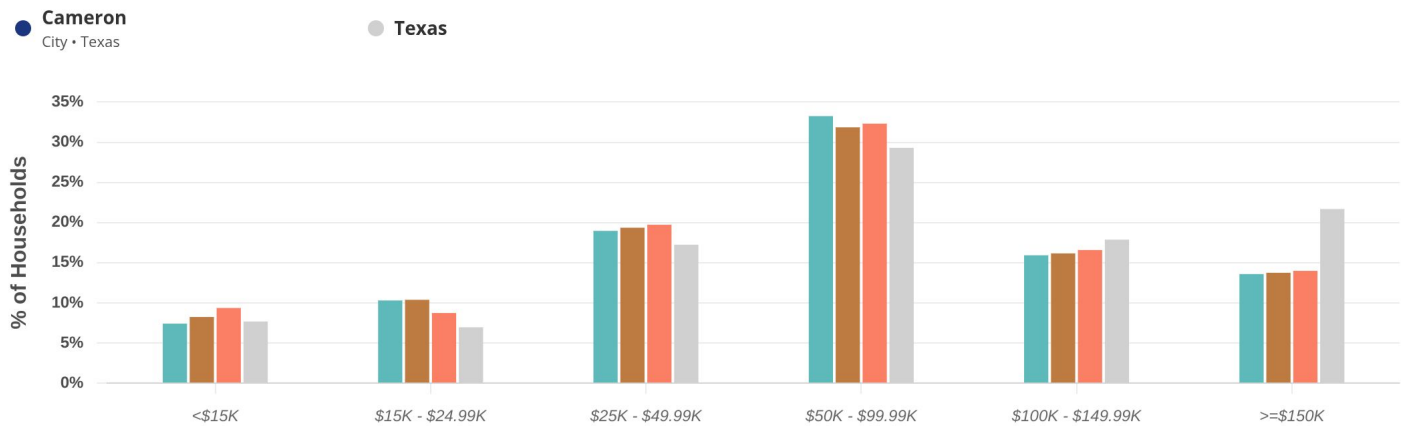
Audiences	Median Household Income	Most Common Ethnicity	Bachelor's Degree or Higher	Persons per Household
 Residents	\$67K	White (44.6%)	17.6%	2.55
 Employees	\$65.8K	White (50.1%)	19.3%	2.54
 Out-of-Market Visitors	\$65.4K	White (56%)	24.2%	2.52
 Texas Residents	\$79.3K	White (40.4%)	33.1%	2.73

Jan 1st, 2025 - Jul 25th, 2025 | Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)





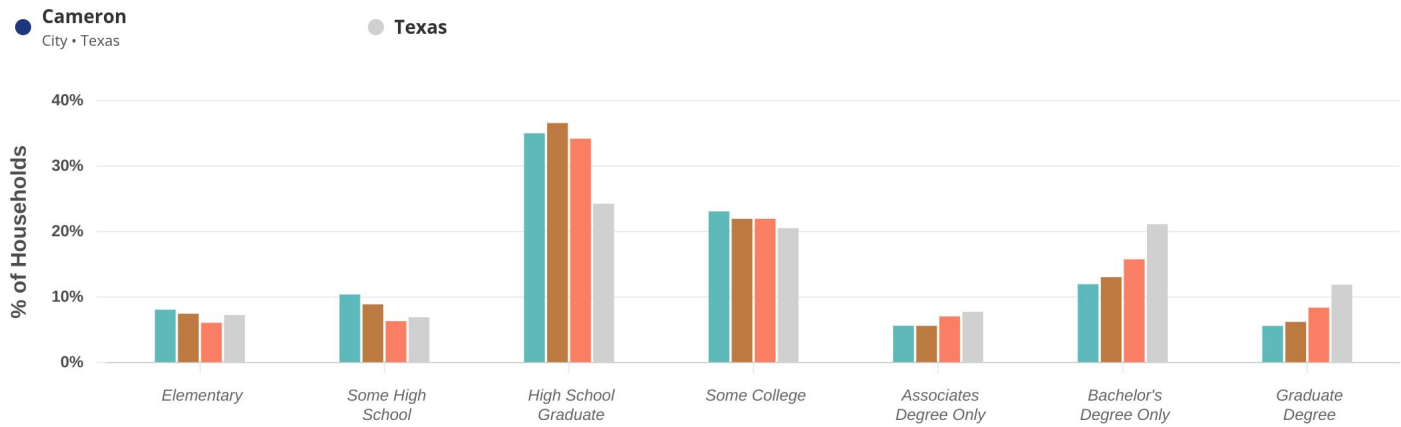
Household Income



Jan 1st, 2025 - Jul 25th, 2025 | Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)



Education

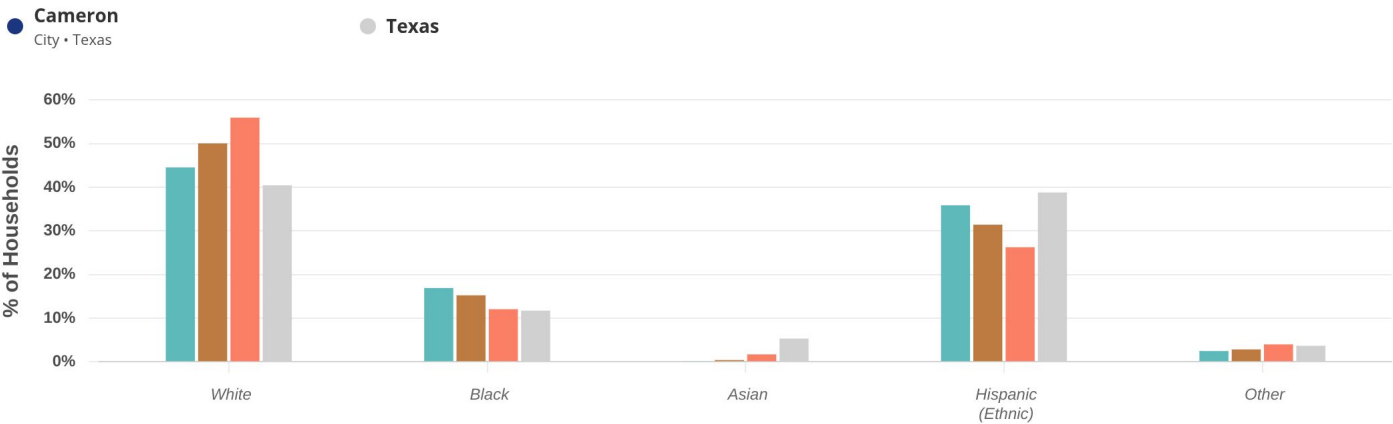


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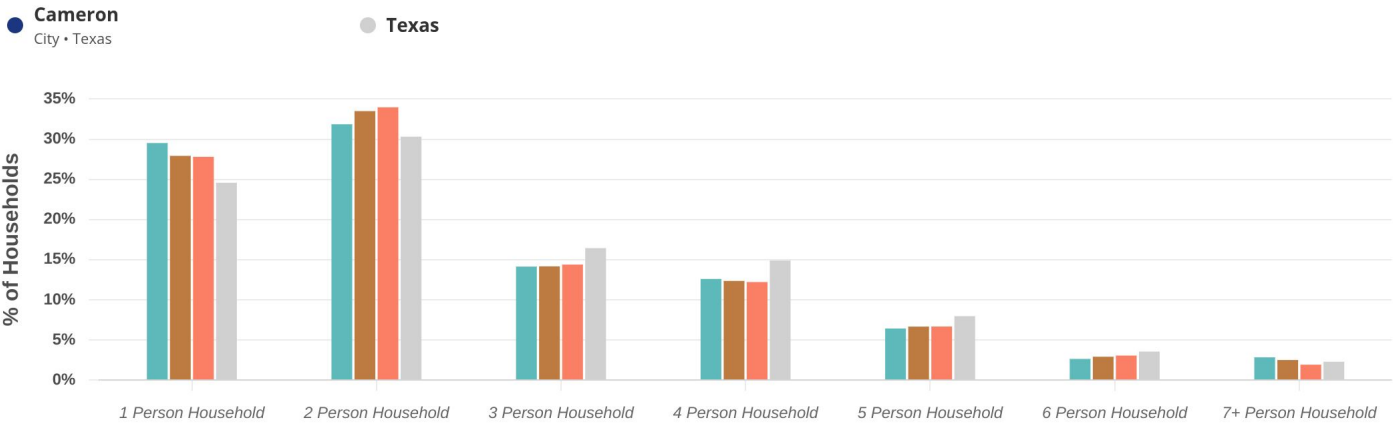
Ethnicity



Jan 1st, 2025 - Jul 25th, 2025 | Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)



Household Size



Jan 1st, 2025 - Jul 25th, 2025 | Data Source: STI: Popstats
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