



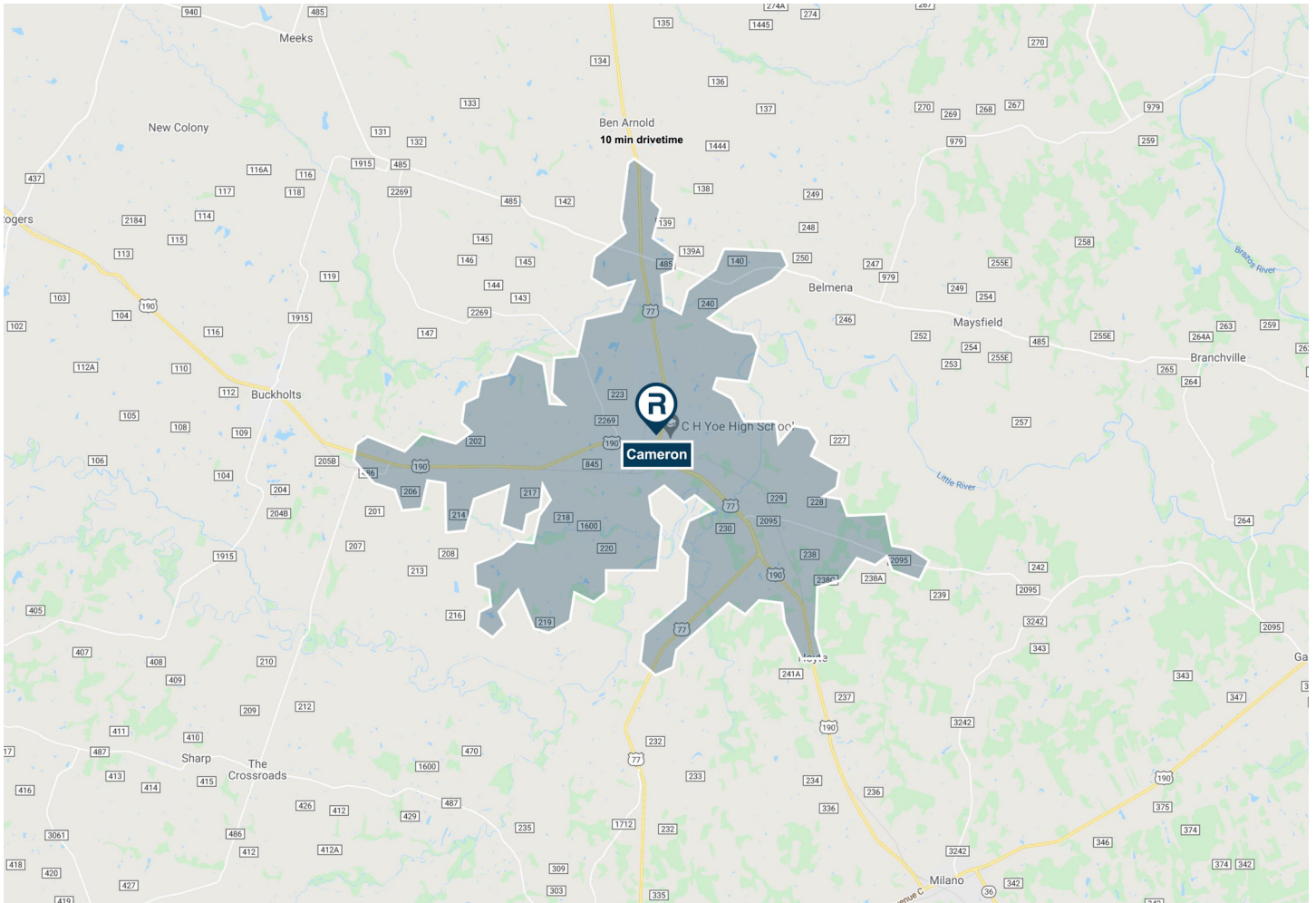
The**Retail**Coach.®

# 10-Minute Drive Time Demographic Profile

CAMERON, TEXAS

Prepared for Cameron Industrial Foundation  
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# 10-Minute Drive Time



Prepared for:



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# 10-Minute Drive Time • Demographic Profile

Cameron, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2026 Projection	6,844	
2021 Estimate	6,554	
2010 Census	6,253	
2000 Census	5,366	
Growth 2021 - 2026		4.43%
Growth 2010 - 2021		4.81%
Growth 2000 - 2010		16.53%
<b>2021 Est. Population by Single-Classification Race</b>	<b>6,554</b>	
White Alone	4,498	68.63%
Black or African American Alone	940	14.34%
Amer. Indian and Alaska Native Alone	49	0.75%
Asian Alone	76	1.16%
Native Hawaiian and Other Pacific Island Alone	0	0.00%
Some Other Race Alone	876	13.37%
Two or More Races	114	1.74%
<b>2021 Est. Population by Hispanic or Latino Origin</b>	<b>6,554</b>	
Not Hispanic or Latino	4,116	62.80%
Hispanic or Latino	2,437	37.18%
Mexican	2,264	92.90%
Puerto Rican	6	0.25%
Cuban	2	0.08%
All Other Hispanic or Latino	165	6.77%
<b>2021 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>2,437</b>	
White Alone	1,477	60.61%
Black or African American Alone	32	1.31%
American Indian and Alaska Native Alone	19	0.78%
Asian Alone	1	0.04%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	873	35.82%
Two or More Races	35	1.44%
<b>2021 Est. Pop by Race, Asian Alone, by Category</b>	<b>76</b>	
Chinese, except Taiwanese	5	6.58%
Filipino	8	10.53%
Japanese	0	0.00%
Asian Indian	9	11.84%
Korean	0	0.00%
Vietnamese	52	68.42%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	2	2.63%

DESCRIPTION	DATA	%
<b>2021 Est. Population by Ancestry</b>	<b>6,554</b>	
Arab	10	0.15%
Czech	239	3.65%
Danish	10	0.15%
Dutch	28	0.43%
English	352	5.37%
French (except Basque)	84	1.28%
French Canadian	16	0.24%
German	379	5.78%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	378	5.77%
Italian	110	1.68%
Lithuanian	0	0.00%
United States or American	275	4.20%
Norwegian	67	1.02%
Polish	75	1.14%
Portuguese	0	0.00%
Russian	1	0.02%
Scottish	87	1.33%
Scotch-Irish	12	0.18%
Slovak	0	0.00%
Subsaharan African	16	0.24%
Swedish	0	0.00%
Swiss	9	0.14%
Ukrainian	0	0.00%
Welsh	17	0.26%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	2,979	45.45%
Ancestry Unclassified	1,410	21.51%
<b>2021 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	4,062	66.62%
Speak Asian/Pacific Island Language at Home	54	0.89%
Speak IndoEuropean Language at Home	229	3.76%
Speak Spanish at Home	1,751	28.72%
Speak Other Language at Home	2	0.03%

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DESCRIPTION	DATA	%
<b>2021 Est. Population by Age</b>	<b>6,554</b>	
Age 0 - 4	456	6.96%
Age 5 - 9	449	6.85%
Age 10 - 14	480	7.32%
Age 15 - 17	315	4.81%
Age 18 - 20	279	4.26%
Age 21 - 24	331	5.05%
Age 25 - 34	715	10.91%
Age 35 - 44	735	11.21%
Age 45 - 54	691	10.54%
Age 55 - 64	775	11.83%
Age 65 - 74	735	11.21%
Age 75 - 84	388	5.92%
Age 85 and over	204	3.11%
Age 16 and over	5,066	77.30%
Age 18 and over	4,853	74.05%
Age 21 and over	4,573	69.77%
Age 65 and over	1,327	20.25%
2021 Est. Median Age		38.42
2021 Est. Average Age		39.82
<b>2021 Est. Population by Sex</b>	<b>6,554</b>	
Male	3,194	48.73%
Female	3,360	51.27%

DESCRIPTION	DATA	%
<b>2021 Est. Male Population by Age</b>	<b>3,194</b>	
Age 0 - 4	229	7.17%
Age 5 - 9	226	7.08%
Age 10 - 14	237	7.42%
Age 15 - 17	172	5.39%
Age 18 - 20	155	4.85%
Age 21 - 24	181	5.67%
Age 25 - 34	372	11.65%
Age 35 - 44	340	10.65%
Age 45 - 54	320	10.02%
Age 55 - 64	376	11.77%
Age 65 - 74	339	10.61%
Age 75 - 84	177	5.54%
Age 85 and over	69	2.16%
2021 Est. Median Age, Male		35.69
2021 Est. Average Age, Male		38.30
<b>2021 Est. Female Population by Age</b>	<b>3,360</b>	
Age 0 - 4	227	6.76%
Age 5 - 9	223	6.64%
Age 10 - 14	243	7.23%
Age 15 - 17	144	4.29%
Age 18 - 20	124	3.69%
Age 21 - 24	149	4.44%
Age 25 - 34	342	10.18%
Age 35 - 44	395	11.76%
Age 45 - 54	372	11.07%
Age 55 - 64	399	11.88%
Age 65 - 74	396	11.79%
Age 75 - 84	211	6.28%
Age 85 and over	135	4.02%
2021 Est. Median Age, Female		40.80
2021 Est. Average Age, Female		41.27

# 10-Minute Drive Time • Demographic Profile

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DESCRIPTION	DATA	%
<b>2021 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	1,329	25.72%
Males, Never Married	836	16.18%
Females, Never Married	492	9.52%
Married, Spouse present	2,413	46.69%
Married, Spouse absent	343	6.64%
Widowed	463	8.96%
Males Widowed	98	1.90%
Females Widowed	366	7.08%
Divorced	619	11.98%
Males Divorced	286	5.53%
Females Divorced	333	6.44%
<b>2021 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	414	9.8%
Some High School, no diploma	483	11.4%
High School Graduate (or GED)	1,557	36.7%
Some College, no degree	963	22.7%
Associate Degree	263	6.2%
Bachelor's Degree	453	10.7%
Master's Degree	84	2.0%
Professional School Degree	16	0.4%
Doctorate Degree	10	0.2%
<b>2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	597	47.38%
High School Graduate	312	24.76%
Some College or Associate's Degree	238	18.89%
Bachelor's Degree or Higher	113	8.97%
<b>Households</b>		
2026 Projection	2,452	
2021 Estimate	2,363	
2010 Census	2,318	
2000 Census	2,013	
Growth 2021 - 2026		3.77%
Growth 2010 - 2021		1.94%
Growth 2000 - 2010		15.15%
<b>2021 Est. Households by Household Type</b>	<b>2,363</b>	
Family Households	1,592	67.37%
Nonfamily Households	771	32.63%
2021 Est. Group Quarters Population	218	
2021 Households by Ethnicity, Hispanic/Latino	683	

DESCRIPTION	DATA	%
<b>2021 Est. Households by Household Income</b>	<b>2,363</b>	
Income < \$15,000	400	16.93%
Income \$15,000 - \$24,999	381	16.12%
Income \$25,000 - \$34,999	165	6.98%
Income \$35,000 - \$49,999	333	14.09%
Income \$50,000 - \$74,999	443	18.75%
Income \$75,000 - \$99,999	282	11.93%
Income \$100,000 - \$124,999	154	6.52%
Income \$125,000 - \$149,999	68	2.88%
Income \$150,000 - \$199,999	75	3.17%
Income \$200,000 - \$249,999	30	1.27%
Income \$250,000 - \$499,999	25	1.06%
Income \$500,000+	7	0.30%
2021 Est. Average Household Income		\$59,672
2021 Est. Median Household Income		\$45,626
<b>2021 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$52,937
Black or African American Alone		\$38,255
American Indian and Alaska Native Alone		\$104,470
Asian Alone		\$104,256
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$22,371
Two or More Races		\$105,822
Hispanic or Latino		\$34,523
Not Hispanic or Latino		\$46,762
<b>2021 Est. Family HH Type by Presence of Own Child.</b>	<b>1,592</b>	
Married-Couple Family, own children	414	26.01%
Married-Couple Family, no own children	648	40.70%
Male Householder, own children	52	3.27%
Male Householder, no own children	71	4.46%
Female Householder, own children	232	14.57%
Female Householder, no own children	175	10.99%
<b>2021 Est. Households by Household Size</b>	<b>2,363</b>	
1-person	683	28.90%
2-person	677	28.65%
3-person	366	15.49%
4-person	300	12.70%
5-person	186	7.87%
6-person	92	3.89%
7-or-more-person	59	2.50%
2021 Est. Average Household Size		2.66

# 10-Minute Drive Time • Demographic Profile

Cameron, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Households by Presence of People Under 18</b>	<b>2,363</b>	
Households with 1 or More People under Age 18:	832	35.21%
Married-Couple Family	463	55.65%
Other Family, Male Householder	73	8.77%
Other Family, Female Householder	290	34.86%
Nonfamily, Male Householder	3	0.36%
Nonfamily, Female Householder	2	0.24%
<b>Households with No People under Age 18:</b>	<b>1,531</b>	<b>64.79%</b>
Married-Couple Family	600	39.19%
Other Family, Male Householder	49	3.20%
Other Family, Female Householder	117	7.64%
Nonfamily, Male Householder	342	22.34%
Nonfamily, Female Householder	423	27.63%
<b>2021 Est. Households by Number of Vehicles</b>	<b>2,363</b>	
No Vehicles	163	6.90%
1 Vehicle	830	35.13%
2 Vehicles	925	39.15%
3 Vehicles	350	14.81%
4 Vehicles	64	2.71%
5 or more Vehicles	32	1.35%
2021 Est. Average Number of Vehicles		1.75
<b>Family Households</b>		
2026 Projection	1,653	
2021 Estimate	1,592	
2010 Census	1,560	
2000 Census	1,379	
Growth 2021 - 2026		3.83%
Growth 2010 - 2021		2.05%
Growth 2000 - 2010		13.13%
<b>2021 Est. Families by Poverty Status</b>	<b>1,592</b>	
2021 Families at or Above Poverty	1,347	84.61%
2021 Families at or Above Poverty with Children	457	28.71%
2021 Families Below Poverty	245	15.39%
2021 Families Below Poverty with Children	204	12.81%
<b>2021 Est. Pop 16+ by Employment Status</b>	<b>5,066</b>	
Civilian Labor Force, Employed	2,386	47.10%
Civilian Labor Force, Unemployed	120	2.37%
Armed Forces	0	0.00%
Not in Labor Force	2,560	50.53%

DESCRIPTION	DATA	%
<b>2021 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>2,364</b>	
For-Profit Private Workers	1,554	65.74%
Non-Profit Private Workers	107	4.53%
Local Government Workers	87	3.68%
State Government Workers	118	4.99%
Federal Government Workers	340	14.38%
Self-Employed Workers	153	6.47%
Unpaid Family Workers	5	0.21%
<b>2021 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>2,364</b>	
Architect/Engineer	68	2.88%
Arts/Entertainment/Sports	1	0.04%
Building Grounds Maintenance	61	2.58%
Business/Financial Operations	49	2.07%
Community/Social Services	46	1.95%
Computer/Mathematical	91	3.85%
Construction/Extraction	184	7.78%
Education/Training/Library	351	14.85%
Farming/Fishing/Forestry	102	4.32%
Food Prep/Serving	96	4.06%
Health Practitioner/Technician	145	6.13%
Healthcare Support	53	2.24%
Maintenance Repair	46	1.95%
Legal	0	0.00%
Life/Physical/Social Science	10	0.42%
Management	131	5.54%
Office/Admin. Support	240	10.15%
Production	235	9.94%
Protective Services	70	2.96%
Sales/Related	184	7.78%
Personal Care/Service	41	1.73%
Transportation/Moving	159	6.73%
<b>2021 Est. Pop 16+ by Occupation Classification</b>	<b>2,364</b>	
White Collar	1,317	55.71%
Blue Collar	624	26.40%
Service and Farm	423	17.89%
<b>2021 Est. Workers Age 16+ by Transp. to Work</b>	<b>2,290</b>	
Drove Alone	1,869	81.62%
Car Pooled	321	14.02%
Public Transportation	12	0.52%
Walked	7	0.31%
Bicycle	0	0.00%
Other Means	13	0.57%
Worked at Home	69	3.01%

# 10-Minute Drive Time • Demographic Profile

Cameron, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	1,151	
15 - 29 Minutes	223	
30 - 44 Minutes	456	
45 - 59 Minutes	220	
60 or more Minutes	162	
2021 Est. Avg Travel Time to Work in Minutes		25
<b>2021 Est. Occupied Housing Units by Tenure</b>	2,363	
Owner Occupied	1,509	63.86%
Renter Occupied	854	36.14%
2021 Owner Occ. HUs: Avg. Length of Residence		20.04
2021 Renter Occ. HUs: Avg. Length of Residence		6.84
<b>2021 Est. Owner-Occupied Housing Units by Value</b>	<b>2,363</b>	
Value Less than \$20,000	43	2.85%
Value \$20,000 - \$39,999	31	2.05%
Value \$40,000 - \$59,999	245	16.24%
Value \$60,000 - \$79,999	206	13.65%
Value \$80,000 - \$99,999	171	11.33%
Value \$100,000 - \$149,999	325	21.54%
Value \$150,000 - \$199,999	276	18.29%
Value \$200,000 - \$299,999	124	8.22%
Value \$300,000 - \$399,999	31	2.05%
Value \$400,000 - \$499,999	19	1.26%
Value \$500,000 - \$749,999	18	1.19%
Value \$750,000 - \$999,999	6	0.40%
Value \$1,000,000 or \$1,499,999	1	0.07%
Value \$1,500,000 or \$1,999,999	1	0.07%
Value \$2,000,000+	13	0.86%
2021 Est. Median All Owner-Occupied Housing Value		\$107,916
<b>2021 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	2,063	75.54%
1 Unit Attached	73	2.67%
2 Units	157	5.75%
3 or 4 Units	96	3.52%
5 to 19 Units	97	3.55%
20 to 49 Units	11	0.40%
50 or More Units	0	0.00%
Mobile Home or Trailer	235	8.61%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
<b>2021 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	100	3.66%
Housing Units Built 2010 to 2014	52	1.90%
Housing Units Built 2000 to 2009	192	7.03%
Housing Units Built 1990 to 1999	263	9.63%
Housing Units Built 1980 to 1989	421	15.42%
Housing Units Built 1970 to 1979	342	12.52%
Housing Units Built 1960 to 1969	278	10.18%
Housing Units Built 1950 to 1959	578	21.16%
Housing Units Built 1940 to 1949	167	6.12%
Housing Unit Built 1939 or Earlier	337	12.34%
2021 Est. Median Year Structure Built		1970

# 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.





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## ACKNOWLEDGMENTS

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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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