



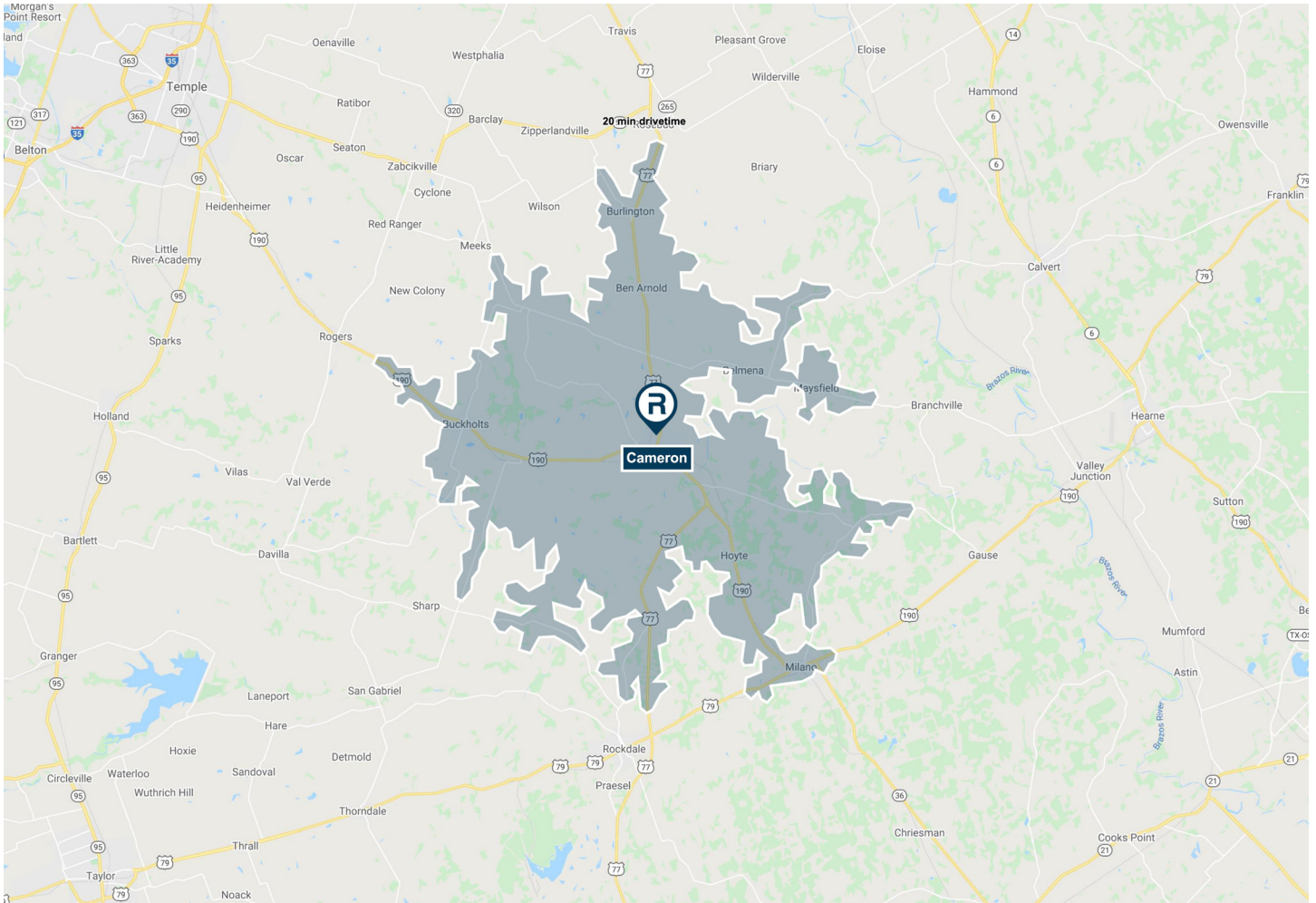
The**Retail**Coach.®

20-Minute Drive Time Demographic Profile

CAMERON, TEXAS

Prepared for Cameron Industrial Foundation
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20-Minute Drive Time



Prepared for:



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DESCRIPTION	DATA	%
Population		
2026 Projection	16,242	
2021 Estimate	15,654	
2010 Census	15,243	
2000 Census	14,829	
Growth 2021 - 2026		3.76%
Growth 2010 - 2021		2.70%
Growth 2000 - 2010		2.79%
2021 Est. Population by Single-Classification Race	15,654	
White Alone	11,196	71.52%
Black or African American Alone	1,694	10.82%
Amer. Indian and Alaska Native Alone	160	1.02%
Asian Alone	174	1.11%
Native Hawaiian and Other Pacific Island Alone	4	0.03%
Some Other Race Alone	1,953	12.48%
Two or More Races	473	3.02%
2021 Est. Population by Hispanic or Latino Origin	15,654	
Not Hispanic or Latino	10,263	65.56%
Hispanic or Latino	5,392	34.45%
Mexican	4,944	91.69%
Puerto Rican	29	0.54%
Cuban	9	0.17%
All Other Hispanic or Latino	409	7.59%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	5,392	
White Alone	3,108	57.64%
Black or African American Alone	69	1.28%
American Indian and Alaska Native Alone	83	1.54%
Asian Alone	1	0.02%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	1,947	36.11%
Two or More Races	183	3.39%
2021 Est. Pop by Race, Asian Alone, by Category	174	
Chinese, except Taiwanese	11	6.32%
Filipino	25	14.37%
Japanese	15	8.62%
Asian Indian	15	8.62%
Korean	0	0.00%
Vietnamese	103	59.20%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	6	3.45%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	15,654	
Arab	19	0.12%
Czech	658	4.20%
Danish	19	0.12%
Dutch	66	0.42%
English	851	5.44%
French (except Basque)	213	1.36%
French Canadian	27	0.17%
German	1,696	10.83%
Greek	0	0.00%
Hungarian	21	0.13%
Irish	1,073	6.86%
Italian	238	1.52%
Lithuanian	0	0.00%
United States or American	652	4.17%
Norwegian	115	0.74%
Polish	115	0.74%
Portuguese	7	0.05%
Russian	7	0.05%
Scottish	223	1.43%
Scotch-Irish	77	0.49%
Slovak	0	0.00%
Subsaharan African	28	0.18%
Swedish	34	0.22%
Swiss	12	0.08%
Ukrainian	0	0.00%
Welsh	39	0.25%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	6,217	39.72%
Ancestry Unclassified	3,248	20.75%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	10,373	71.19%
Speak Asian/Pacific Island Language at Home	117	0.80%
Speak IndoEuropean Language at Home	417	2.86%
Speak Spanish at Home	3,658	25.10%
Speak Other Language at Home	8	0.06%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	15,654	
Age 0 - 4	1,082	6.91%
Age 5 - 9	1,063	6.79%
Age 10 - 14	1,123	7.17%
Age 15 - 17	719	4.59%
Age 18 - 20	643	4.11%
Age 21 - 24	776	4.96%
Age 25 - 34	1,766	11.28%
Age 35 - 44	1,731	11.06%
Age 45 - 54	1,704	10.89%
Age 55 - 64	1,930	12.33%
Age 65 - 74	1,793	11.45%
Age 75 - 84	899	5.74%
Age 85 and over	425	2.72%
Age 16 and over	12,150	77.62%
Age 18 and over	11,667	74.53%
Age 21 and over	11,024	70.42%
Age 65 and over	3,117	19.91%
2021 Est. Median Age		38.76
2021 Est. Average Age		39.90
2021 Est. Population by Sex	15,654	
Male	7,687	49.11%
Female	7,967	50.89%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	7,687	
Age 0 - 4	553	7.19%
Age 5 - 9	537	6.99%
Age 10 - 14	572	7.44%
Age 15 - 17	390	5.07%
Age 18 - 20	354	4.61%
Age 21 - 24	416	5.41%
Age 25 - 34	905	11.77%
Age 35 - 44	823	10.71%
Age 45 - 54	805	10.47%
Age 55 - 64	928	12.07%
Age 65 - 74	843	10.97%
Age 75 - 84	414	5.39%
Age 85 and over	148	1.93%
2021 Est. Median Age, Male		36.38
2021 Est. Average Age, Male		38.51
2021 Est. Female Population by Age	7,967	
Age 0 - 4	529	6.64%
Age 5 - 9	527	6.62%
Age 10 - 14	551	6.92%
Age 15 - 17	329	4.13%
Age 18 - 20	289	3.63%
Age 21 - 24	359	4.51%
Age 25 - 34	861	10.81%
Age 35 - 44	909	11.41%
Age 45 - 54	899	11.28%
Age 55 - 64	1,002	12.58%
Age 65 - 74	950	11.92%
Age 75 - 84	485	6.09%
Age 85 and over	277	3.48%
2021 Est. Median Age, Female		40.94
2021 Est. Average Age, Female		41.24

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DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	3,060	24.71%
Males, Never Married	1,852	14.95%
Females, Never Married	1,209	9.76%
Married, Spouse present	5,837	47.13%
Married, Spouse absent	756	6.10%
Widowed	1,105	8.92%
Males Widowed	313	2.53%
Females Widowed	792	6.39%
Divorced	1,628	13.14%
Males Divorced	738	5.96%
Females Divorced	891	7.19%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	790	7.7%
Some High School, no diploma	1,234	12.0%
High School Graduate (or GED)	4,054	39.6%
Some College, no degree	2,098	20.5%
Associate Degree	840	8.2%
Bachelor's Degree	951	9.3%
Master's Degree	205	2.0%
Professional School Degree	37	0.4%
Doctorate Degree	40	0.4%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,128	40.29%
High School Graduate	859	30.68%
Some College or Associate's Degree	603	21.54%
Bachelor's Degree or Higher	210	7.50%
Households		
2026 Projection	6,074	
2021 Estimate	5,853	
2010 Census	5,718	
2000 Census	5,594	
Growth 2021 - 2026		3.78%
Growth 2010 - 2021		2.36%
Growth 2000 - 2010		2.22%
2021 Est. Households by Household Type	5,853	
Family Households	4,002	68.38%
Nonfamily Households	1,851	31.63%
2021 Est. Group Quarters Population	359	
2021 Households by Ethnicity, Hispanic/Latino	1,539	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	5,853	
Income < \$15,000	909	15.53%
Income \$15,000 - \$24,999	846	14.45%
Income \$25,000 - \$34,999	574	9.81%
Income \$35,000 - \$49,999	832	14.22%
Income \$50,000 - \$74,999	1,032	17.63%
Income \$75,000 - \$99,999	717	12.25%
Income \$100,000 - \$124,999	421	7.19%
Income \$125,000 - \$149,999	205	3.50%
Income \$150,000 - \$199,999	179	3.06%
Income \$200,000 - \$249,999	66	1.13%
Income \$250,000 - \$499,999	57	0.97%
Income \$500,000+	15	0.26%
2021 Est. Average Household Income		\$60,438
2021 Est. Median Household Income		\$45,551
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$49,987
Black or African American Alone		\$38,304
American Indian and Alaska Native Alone		\$63,522
Asian Alone		\$108,024
Native Hawaiian and Other Pacific Islander Alone		\$6,375
Some Other Race Alone		\$25,905
Two or More Races		\$19,256
Hispanic or Latino		\$37,368
Not Hispanic or Latino		\$47,149
2021 Est. Family HH Type by Presence of Own Child.	4,002	
Married-Couple Family, own children	1,056	26.39%
Married-Couple Family, no own children	1,706	42.63%
Male Householder, own children	144	3.60%
Male Householder, no own children	192	4.80%
Female Householder, own children	516	12.89%
Female Householder, no own children	388	9.70%
2021 Est. Households by Household Size	5,853	
1-person	1,654	28.26%
2-person	1,793	30.63%
3-person	908	15.51%
4-person	707	12.08%
5-person	446	7.62%
6-person	220	3.76%
7-or-more-person	126	2.15%
2021 Est. Average Household Size		2.62

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	5,853	
Households with 1 or More People under Age 18:	2,046	34.96%
Married-Couple Family	1,197	58.50%
Other Family, Male Householder	189	9.24%
Other Family, Female Householder	640	31.28%
Nonfamily, Male Householder	14	0.68%
Nonfamily, Female Householder	7	0.34%
Households with No People under Age 18:	3,807	65.04%
Married-Couple Family	1,566	41.14%
Other Family, Male Householder	149	3.91%
Other Family, Female Householder	264	6.94%
Nonfamily, Male Householder	858	22.54%
Nonfamily, Female Householder	970	25.48%
2021 Est. Households by Number of Vehicles	5,853	
No Vehicles	328	5.60%
1 Vehicle	1,976	33.76%
2 Vehicles	2,236	38.20%
3 Vehicles	950	16.23%
4 Vehicles	242	4.14%
5 or more Vehicles	120	2.05%
2021 Est. Average Number of Vehicles		1.87
Family Households		
2026 Projection	4,156	
2021 Estimate	4,002	
2010 Census	3,907	
2000 Census	3,900	
Growth 2021 - 2026		3.85%
Growth 2010 - 2021		2.43%
Growth 2000 - 2010		0.18%
2021 Est. Families by Poverty Status	4,002	
2021 Families at or Above Poverty	3,392	84.76%
2021 Families at or Above Poverty with Children	1,295	32.36%
2021 Families Below Poverty	610	15.24%
2021 Families Below Poverty with Children	443	11.07%
2021 Est. Pop 16+ by Employment Status	12,150	
Civilian Labor Force, Employed	6,039	49.70%
Civilian Labor Force, Unemployed	266	2.19%
Armed Forces	1	0.01%
Not in Labor Force	5,844	48.10%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	5,860	
For-Profit Private Workers	3,971	67.77%
Non-Profit Private Workers	355	6.06%
Local Government Workers	205	3.50%
State Government Workers	337	5.75%
Federal Government Workers	533	9.10%
Self-Employed Workers	434	7.41%
Unpaid Family Workers	25	0.43%
2021 Est. Civ. Employed Pop 16+ by Occupation	5,860	
Architect/Engineer	123	2.10%
Arts/Entertainment/Sports	22	0.38%
Building Grounds Maintenance	281	4.80%
Business/Financial Operations	145	2.47%
Community/Social Services	124	2.12%
Computer/Mathematical	162	2.77%
Construction/Extraction	447	7.63%
Education/Training/Library	565	9.64%
Farming/Fishing/Forestry	230	3.93%
Food Prep/Serving	234	3.99%
Health Practitioner/Technician	327	5.58%
Healthcare Support	143	2.44%
Maintenance Repair	222	3.79%
Legal	5	0.09%
Life/Physical/Social Science	19	0.32%
Management	437	7.46%
Office/Admin. Support	760	12.97%
Production	489	8.35%
Protective Services	116	1.98%
Sales/Related	445	7.59%
Personal Care/Service	88	1.50%
Transportation/Moving	473	8.07%
2021 Est. Pop 16+ by Occupation Classification	5,860	
White Collar	3,136	53.52%
Blue Collar	1,632	27.85%
Service and Farm	1,093	18.65%
2021 Est. Workers Age 16+ by Transp. to Work	5,764	
Drove Alone	4,755	82.50%
Car Pooled	658	11.42%
Public Transportation	22	0.38%
Walked	64	1.11%
Bicycle	0	0.00%
Other Means	62	1.08%
Worked at Home	203	3.52%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	2,251	
15 - 29 Minutes	1,012	
30 - 44 Minutes	1,139	
45 - 59 Minutes	580	
60 or more Minutes	561	
2021 Est. Avg Travel Time to Work in Minutes		28
2021 Est. Occupied Housing Units by Tenure	5,853	
Owner Occupied	3,925	67.06%
Renter Occupied	1,929	32.96%
2021 Owner Occ. HUs: Avg. Length of Residence		19.21
2021 Renter Occ. HUs: Avg. Length of Residence		6.86
2021 Est. Owner-Occupied Housing Units by Value	5,853	
Value Less than \$20,000	214	5.45%
Value \$20,000 - \$39,999	242	6.17%
Value \$40,000 - \$59,999	489	12.46%
Value \$60,000 - \$79,999	476	12.13%
Value \$80,000 - \$99,999	545	13.89%
Value \$100,000 - \$149,999	748	19.06%
Value \$150,000 - \$199,999	522	13.30%
Value \$200,000 - \$299,999	345	8.79%
Value \$300,000 - \$399,999	153	3.90%
Value \$400,000 - \$499,999	84	2.14%
Value \$500,000 - \$749,999	60	1.53%
Value \$750,000 - \$999,999	23	0.59%
Value \$1,000,000 or \$1,499,999	7	0.18%
Value \$1,500,000 or \$1,999,999	3	0.08%
Value \$2,000,000+	15	0.38%
2021 Est. Median All Owner-Occupied Housing Value		\$99,880
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	5,487	77.62%
1 Unit Attached	112	1.58%
2 Units	273	3.86%
3 or 4 Units	133	1.88%
5 to 19 Units	142	2.01%
20 to 49 Units	43	0.61%
50 or More Units	70	0.99%
Mobile Home or Trailer	806	11.40%
Boat, RV, Van, etc.	3	0.04%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	294	4.16%
Housing Units Built 2010 to 2014	219	3.10%
Housing Units Built 2000 to 2009	556	7.87%
Housing Units Built 1990 to 1999	804	11.37%
Housing Units Built 1980 to 1989	1,046	14.80%
Housing Units Built 1970 to 1979	944	13.35%
Housing Units Built 1960 to 1969	835	11.81%
Housing Units Built 1950 to 1959	1,220	17.26%
Housing Units Built 1940 to 1949	443	6.27%
Housing Unit Built 1939 or Earlier	707	10.00%
2021 Est. Median Year Structure Built		1974

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

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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