



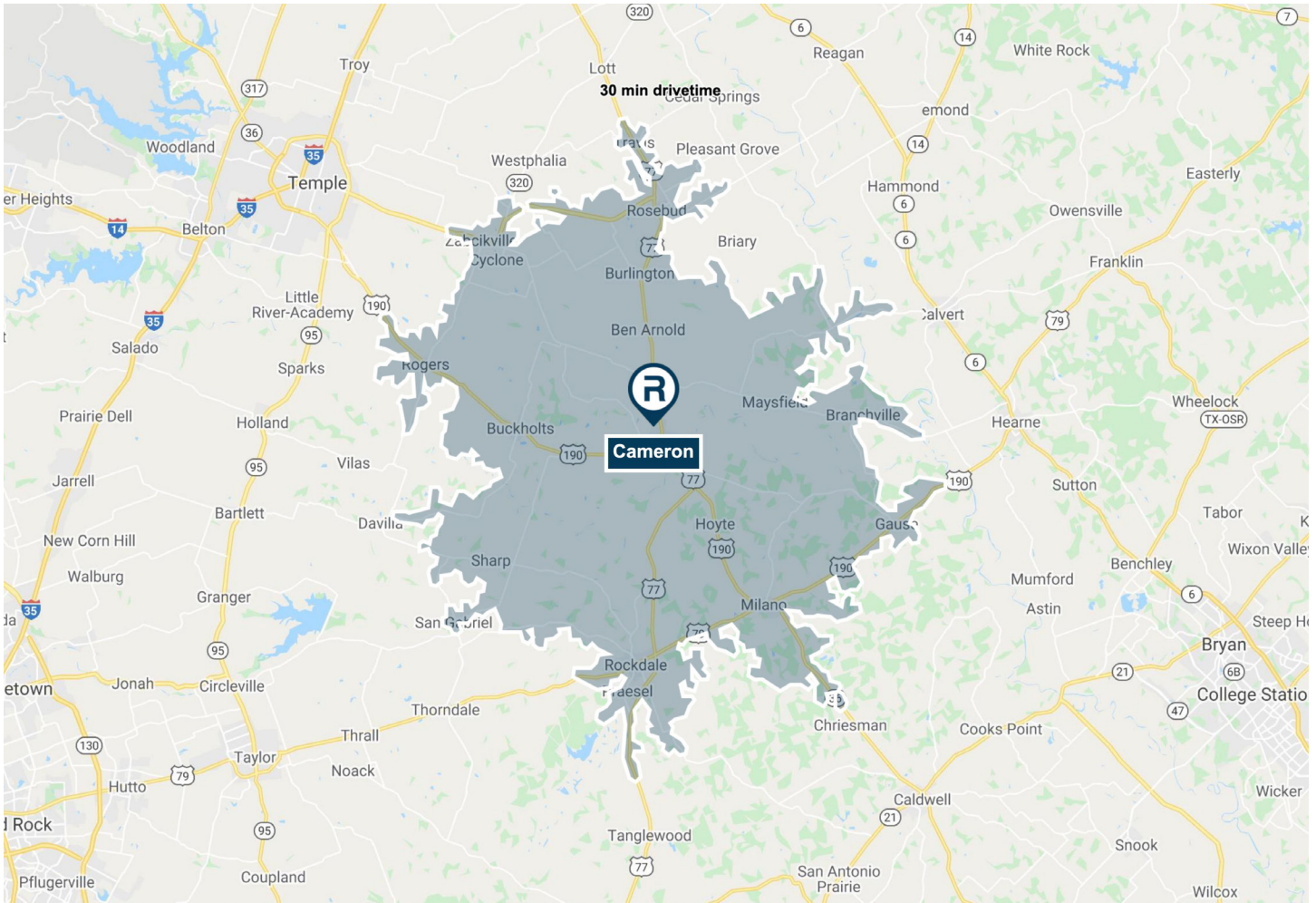
The**Retail**Coach.®

# 30-Minute Drive Time Demographic Profile

CAMERON, TEXAS

Prepared for Cameron Industrial Foundation  
May 2021

# 30-Minute Drive Time



Prepared for:



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# 30-Minute Drive Time • Demographic Profile

## Cameron, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2026 Projection	30,694	
2021 Estimate	29,645	
2010 Census	29,109	
2000 Census	28,696	
Growth 2021 - 2026		3.54%
Growth 2010 - 2021		1.84%
Growth 2000 - 2010		1.44%
<b>2021 Est. Population by Single-Classification Race</b>	<b>29,645</b>	
White Alone	22,002	74.22%
Black or African American Alone	2,915	9.83%
Amer. Indian and Alaska Native Alone	280	0.95%
Asian Alone	270	0.91%
Native Hawaiian and Other Pacific Island Alone	4	0.01%
Some Other Race Alone	3,300	11.13%
Two or More Races	874	2.95%
<b>2021 Est. Population by Hispanic or Latino Origin</b>	<b>29,645</b>	
Not Hispanic or Latino	21,014	70.89%
Hispanic or Latino	8,631	29.12%
Mexican	7,870	91.18%
Puerto Rican	57	0.66%
Cuban	20	0.23%
All Other Hispanic or Latino	684	7.93%
<b>2021 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>8,631</b>	
White Alone	4,697	54.42%
Black or African American Alone	125	1.45%
American Indian and Alaska Native Alone	131	1.52%
Asian Alone	2	0.02%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	3,289	38.11%
Two or More Races	387	4.48%
<b>2021 Est. Pop by Race, Asian Alone, by Category</b>	<b>270</b>	
Chinese, except Taiwanese	16	5.93%
Filipino	46	17.04%
Japanese	19	7.04%
Asian Indian	29	10.74%
Korean	3	1.11%
Vietnamese	145	53.70%
Cambodian	1	0.37%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	1	0.37%
All Other Asian Races Including 2+ Category	10	3.70%

DESCRIPTION	DATA	%
<b>2021 Est. Population by Ancestry</b>	<b>29,645</b>	
Arab	26	0.09%
Czech	1,166	3.93%
Danish	43	0.15%
Dutch	140	0.47%
English	1,659	5.60%
French (except Basque)	446	1.51%
French Canadian	40	0.14%
German	3,713	12.53%
Greek	1	0.00%
Hungarian	44	0.15%
Irish	2,184	7.37%
Italian	458	1.55%
Lithuanian	0	0.00%
United States or American	1,239	4.18%
Norwegian	164	0.55%
Polish	195	0.66%
Portuguese	15	0.05%
Russian	18	0.06%
Scottish	425	1.43%
Scotch-Irish	199	0.67%
Slovak	2	0.01%
Subsaharan African	94	0.32%
Swedish	105	0.35%
Swiss	43	0.15%
Ukrainian	0	0.00%
Welsh	68	0.23%
West Indian (except Hisp. groups)	7	0.02%
Other ancestries	11,140	37.58%
Ancestry Unclassified	6,011	20.28%
<b>2021 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	20,947	75.54%
Speak Asian/Pacific Island Language at Home	190	0.69%
Speak IndoEuropean Language at Home	718	2.59%
Speak Spanish at Home	5,858	21.12%
Speak Other Language at Home	17	0.06%

# 30-Minute Drive Time • Demographic Profile

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DESCRIPTION	DATA	%
<b>2021 Est. Population by Age</b>	<b>29,645</b>	
Age 0 - 4	1,915	6.46%
Age 5 - 9	1,902	6.42%
Age 10 - 14	2,013	6.79%
Age 15 - 17	1,281	4.32%
Age 18 - 20	1,152	3.89%
Age 21 - 24	1,434	4.84%
Age 25 - 34	3,345	11.28%
Age 35 - 44	3,224	10.88%
Age 45 - 54	3,278	11.06%
Age 55 - 64	3,892	13.13%
Age 65 - 74	3,610	12.18%
Age 75 - 84	1,790	6.04%
Age 85 and over	811	2.74%
Age 16 and over	23,394	78.91%
Age 18 and over	22,534	76.01%
Age 21 and over	21,382	72.13%
Age 65 and over	6,211	20.95%
2021 Est. Median Age		40.52
2021 Est. Average Age		40.94
<b>2021 Est. Population by Sex</b>	<b>29,645</b>	
Male	14,612	49.29%
Female	15,033	50.71%

DESCRIPTION	DATA	%
<b>2021 Est. Male Population by Age</b>	<b>14,612</b>	
Age 0 - 4	970	6.64%
Age 5 - 9	962	6.58%
Age 10 - 14	1,031	7.06%
Age 15 - 17	686	4.70%
Age 18 - 20	627	4.29%
Age 21 - 24	765	5.24%
Age 25 - 34	1,686	11.54%
Age 35 - 44	1,565	10.71%
Age 45 - 54	1,568	10.73%
Age 55 - 64	1,889	12.93%
Age 65 - 74	1,732	11.85%
Age 75 - 84	836	5.72%
Age 85 and over	294	2.01%
2021 Est. Median Age, Male		38.64
2021 Est. Average Age, Male		39.78
<b>2021 Est. Female Population by Age</b>	<b>15,033</b>	
Age 0 - 4	944	6.28%
Age 5 - 9	940	6.25%
Age 10 - 14	982	6.53%
Age 15 - 17	596	3.97%
Age 18 - 20	526	3.50%
Age 21 - 24	668	4.44%
Age 25 - 34	1,658	11.03%
Age 35 - 44	1,659	11.04%
Age 45 - 54	1,709	11.37%
Age 55 - 64	2,002	13.32%
Age 65 - 74	1,878	12.49%
Age 75 - 84	953	6.34%
Age 85 and over	517	3.44%
2021 Est. Median Age, Female		42.27
2021 Est. Average Age, Female		42.06

# 30-Minute Drive Time • Demographic Profile

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DESCRIPTION	DATA	%
<b>2021 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	5,955	25.00%
Males, Never Married	3,381	14.20%
Females, Never Married	2,575	10.81%
Married, Spouse present	11,780	49.46%
Married, Spouse absent	1,280	5.38%
Widowed	2,003	8.41%
Males Widowed	604	2.54%
Females Widowed	1,398	5.87%
Divorced	2,798	11.75%
Males Divorced	1,363	5.72%
Females Divorced	1,435	6.03%
<b>2021 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	1,300	6.5%
Some High School, no diploma	2,153	10.8%
High School Graduate (or GED)	7,742	38.8%
Some College, no degree	4,355	21.8%
Associate Degree	1,667	8.4%
Bachelor's Degree	2,027	10.2%
Master's Degree	507	2.5%
Professional School Degree	103	0.5%
Doctorate Degree	94	0.5%
<b>2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	1,726	38.25%
High School Graduate	1,386	30.72%
Some College or Associate's Degree	1,085	24.05%
Bachelor's Degree or Higher	315	6.98%
<b>Households</b>		
2026 Projection	11,755	
2021 Estimate	11,325	
2010 Census	11,058	
2000 Census	10,859	
Growth 2021 - 2026		3.80%
Growth 2010 - 2021		2.42%
Growth 2000 - 2010		1.83%
<b>2021 Est. Households by Household Type</b>	<b>11,325</b>	
Family Households	7,906	69.81%
Nonfamily Households	3,419	30.19%
2021 Est. Group Quarters Population	508	
2021 Households by Ethnicity, Hispanic/Latino	2,440	

DESCRIPTION	DATA	%
<b>2021 Est. Households by Household Income</b>	<b>11,325</b>	
Income < \$15,000	1,498	13.23%
Income \$15,000 - \$24,999	1,451	12.81%
Income \$25,000 - \$34,999	1,174	10.37%
Income \$35,000 - \$49,999	1,543	13.63%
Income \$50,000 - \$74,999	2,168	19.14%
Income \$75,000 - \$99,999	1,384	12.22%
Income \$100,000 - \$124,999	886	7.82%
Income \$125,000 - \$149,999	513	4.53%
Income \$150,000 - \$199,999	426	3.76%
Income \$200,000 - \$249,999	141	1.25%
Income \$250,000 - \$499,999	116	1.02%
Income \$500,000+	26	0.23%
2021 Est. Average Household Income		\$64,356
2021 Est. Median Household Income		\$49,969
<b>2021 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$53,135
Black or African American Alone		\$38,796
American Indian and Alaska Native Alone		\$63,170
Asian Alone		\$107,617
Native Hawaiian and Other Pacific Islander Alone		\$6,375
Some Other Race Alone		\$35,498
Two or More Races		\$21,955
Hispanic or Latino		\$39,866
Not Hispanic or Latino		\$51,828
<b>2021 Est. Family HH Type by Presence of Own Child.</b>	<b>7,906</b>	
Married-Couple Family, own children	2,155	27.26%
Married-Couple Family, no own children	3,655	46.23%
Male Householder, own children	268	3.39%
Male Householder, no own children	324	4.10%
Female Householder, own children	833	10.54%
Female Householder, no own children	671	8.49%
<b>2021 Est. Households by Household Size</b>	<b>11,325</b>	
1-person	3,092	27.30%
2-person	3,712	32.78%
3-person	1,762	15.56%
4-person	1,382	12.20%
5-person	803	7.09%
6-person	359	3.17%
7-or-more-person	215	1.90%
2021 Est. Average Household Size		2.57

# 30-Minute Drive Time • Demographic Profile

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DESCRIPTION	DATA	%
<b>2021 Est. Households by Presence of People Under 18</b>	<b>11,325</b>	
Households with 1 or More People under Age 18:	3,835	33.86%
Married-Couple Family	2,432	63.42%
Other Family, Male Householder	341	8.89%
Other Family, Female Householder	1,028	26.81%
Nonfamily, Male Householder	24	0.63%
Nonfamily, Female Householder	9	0.24%
<b>Households with No People under Age 18:</b>	<b>7,490</b>	<b>66.14%</b>
Married-Couple Family	3,379	45.11%
Other Family, Male Householder	254	3.39%
Other Family, Female Householder	473	6.32%
Nonfamily, Male Householder	1,589	21.22%
Nonfamily, Female Householder	1,795	23.97%
<b>2021 Est. Households by Number of Vehicles</b>	<b>11,325</b>	
No Vehicles	585	5.17%
1 Vehicle	3,439	30.37%
2 Vehicles	4,348	38.39%
3 Vehicles	2,050	18.10%
4 Vehicles	613	5.41%
5 or more Vehicles	291	2.57%
2021 Est. Average Number of Vehicles		1.98
<b>Family Households</b>		
2026 Projection	8,213	
2021 Estimate	7,906	
2010 Census	7,710	
2000 Census	7,751	
Growth 2021 - 2026		3.88%
Growth 2010 - 2021		2.54%
Growth 2000 - 2010		-0.53%
<b>2021 Est. Families by Poverty Status</b>	<b>7,906</b>	
2021 Families at or Above Poverty	6,895	87.21%
2021 Families at or Above Poverty with Children	2,817	35.63%
2021 Families Below Poverty	1,011	12.79%
2021 Families Below Poverty with Children	682	8.63%
<b>2021 Est. Pop 16+ by Employment Status</b>	<b>23,393</b>	
Civilian Labor Force, Employed	12,164	52.00%
Civilian Labor Force, Unemployed	569	2.43%
Armed Forces	5	0.02%
Not in Labor Force	10,655	45.55%

DESCRIPTION	DATA	%
<b>2021 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>11,996</b>	
For-Profit Private Workers	8,041	67.03%
Non-Profit Private Workers	778	6.49%
Local Government Workers	420	3.50%
State Government Workers	751	6.26%
Federal Government Workers	928	7.74%
Self-Employed Workers	1,021	8.51%
Unpaid Family Workers	57	0.48%
<b>2021 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>11,996</b>	
Architect/Engineer	208	1.73%
Arts/Entertainment/Sports	75	0.63%
Building Grounds Maintenance	541	4.51%
Business/Financial Operations	346	2.88%
Community/Social Services	213	1.78%
Computer/Mathematical	290	2.42%
Construction/Extraction	984	8.20%
Education/Training/Library	997	8.31%
Farming/Fishing/Forestry	381	3.18%
Food Prep/Serving	522	4.35%
Health Practitioner/Technician	643	5.36%
Healthcare Support	292	2.43%
Maintenance Repair	491	4.09%
Legal	19	0.16%
Life/Physical/Social Science	26	0.22%
Management	932	7.77%
Office/Admin. Support	1,596	13.30%
Production	1,037	8.64%
Protective Services	239	1.99%
Sales/Related	992	8.27%
Personal Care/Service	236	1.97%
Transportation/Moving	935	7.79%
<b>2021 Est. Pop 16+ by Occupation Classification</b>	<b>11,996</b>	
White Collar	6,337	52.83%
Blue Collar	3,447	28.74%
Service and Farm	2,212	18.44%
<b>2021 Est. Workers Age 16+ by Transp. to Work</b>	<b>11,814</b>	
Drove Alone	9,634	81.55%
Car Pooled	1,387	11.74%
Public Transportation	44	0.37%
Walked	165	1.40%
Bicycle	0	0.00%
Other Means	88	0.75%
Worked at Home	496	4.20%

# 30-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	4,075	
15 - 29 Minutes	2,540	
30 - 44 Minutes	2,245	
45 - 59 Minutes	1,238	
60 or more Minutes	1,223	
2021 Est. Avg Travel Time to Work in Minutes		29
2021 Est. Occupied Housing Units by Tenure	11,325	
Owner Occupied	8,103	71.55%
Renter Occupied	3,222	28.45%
2021 Owner Occ. HUs: Avg. Length of Residence		18.26
2021 Renter Occ. HUs: Avg. Length of Residence		7.01
<b>2021 Est. Owner-Occupied Housing Units by Value</b>	<b>11,325</b>	
Value Less than \$20,000	392	4.84%
Value \$20,000 - \$39,999	573	7.07%
Value \$40,000 - \$59,999	825	10.18%
Value \$60,000 - \$79,999	804	9.92%
Value \$80,000 - \$99,999	982	12.12%
Value \$100,000 - \$149,999	1,499	18.50%
Value \$150,000 - \$199,999	1,044	12.88%
Value \$200,000 - \$299,999	893	11.02%
Value \$300,000 - \$399,999	484	5.97%
Value \$400,000 - \$499,999	287	3.54%
Value \$500,000 - \$749,999	174	2.15%
Value \$750,000 - \$999,999	78	0.96%
Value \$1,000,000 or \$1,499,999	32	0.40%
Value \$1,500,000 or \$1,999,999	12	0.15%
Value \$2,000,000+	24	0.30%
2021 Est. Median All Owner-Occupied Housing Value		\$112,740
<b>2021 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	10,543	77.74%
1 Unit Attached	181	1.34%
2 Units	433	3.19%
3 or 4 Units	180	1.33%
5 to 19 Units	266	1.96%
20 to 49 Units	83	0.61%
50 or More Units	98	0.72%
Mobile Home or Trailer	1,760	12.98%
Boat, RV, Van, etc.	17	0.13%

DESCRIPTION	DATA	%
<b>2021 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	650	4.79%
Housing Units Built 2010 to 2014	488	3.60%
Housing Units Built 2000 to 2009	1,578	11.64%
Housing Units Built 1990 to 1999	1,705	12.57%
Housing Units Built 1980 to 1989	2,055	15.15%
Housing Units Built 1970 to 1979	1,775	13.09%
Housing Units Built 1960 to 1969	1,414	10.43%
Housing Units Built 1950 to 1959	1,984	14.63%
Housing Units Built 1940 to 1949	743	5.48%
Housing Unit Built 1939 or Earlier	1,169	8.62%
2021 Est. Median Year Structure Built		1978

# 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, 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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