



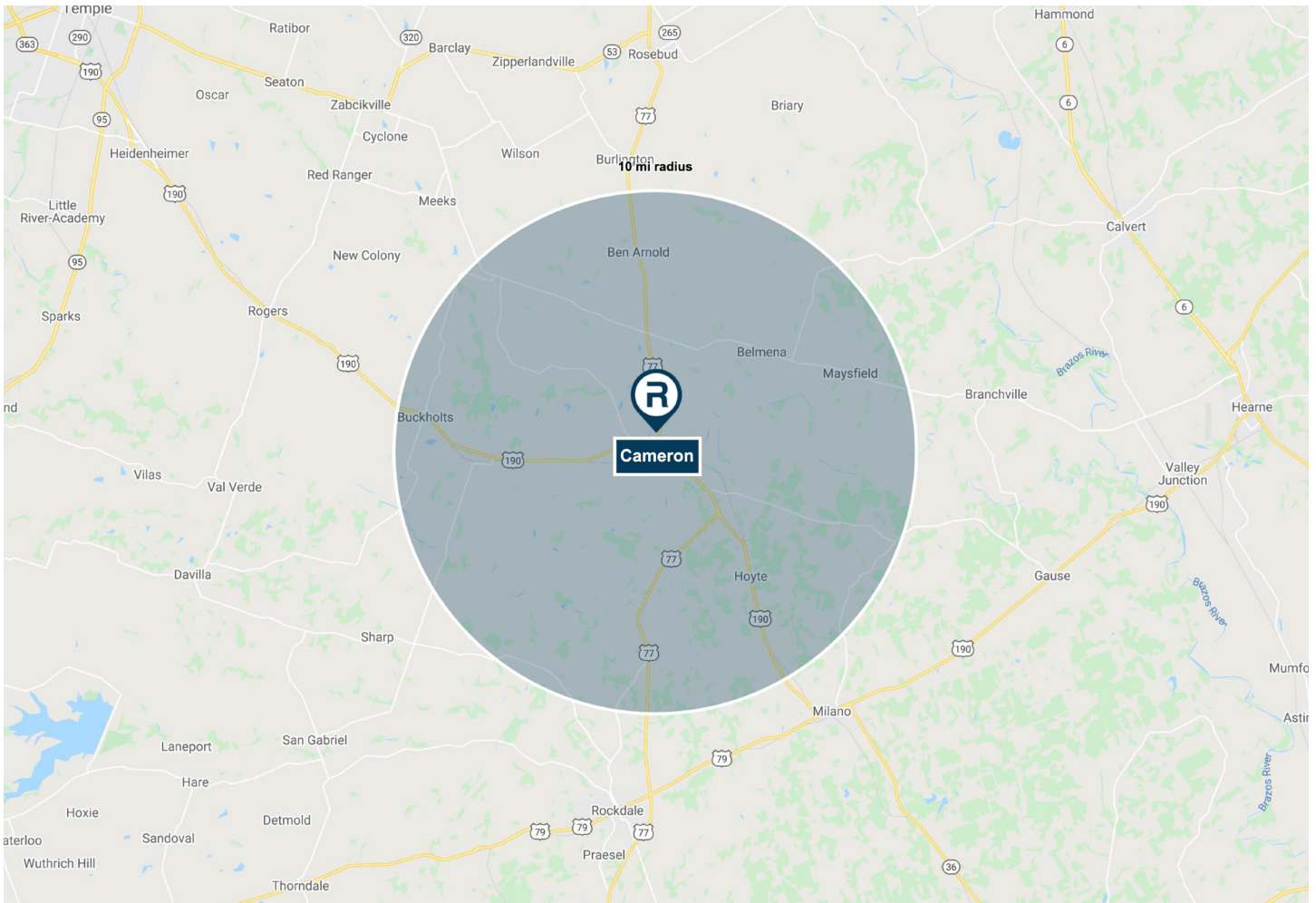
The **Retail** Coach.®

10-Mile Radial Demographic Profile

CAMERON, TEXAS

Prepared for Cameron Industrial Foundation
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10-Mile Radial



Prepared for:



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Cameron, Texas

DESCRIPTION	DATA	%
Population		
2026 Projection	10,041	
2021 Estimate	9,681	
2010 Census	9,414	
2000 Census	9,294	
Growth 2021 - 2026		3.72%
Growth 2010 - 2021		2.84%
Growth 2000 - 2010		1.29%
2021 Est. Population by Single-Classification Race	9,681	
White Alone	6,921	71.49%
Black or African American Alone	1,104	11.40%
Amer. Indian and Alaska Native Alone	90	0.93%
Asian Alone	113	1.17%
Native Hawaiian and Other Pacific Island Alone	0	0.00%
Some Other Race Alone	1,251	12.92%
Two or More Races	202	2.09%
2021 Est. Population by Hispanic or Latino Origin	9,681	
Not Hispanic or Latino	6,419	66.31%
Hispanic or Latino	3,263	33.71%
Mexican	3,032	92.92%
Puerto Rican	9	0.28%
Cuban	2	0.06%
All Other Hispanic or Latino	220	6.74%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	3,263	
White Alone	1,877	57.52%
Black or African American Alone	41	1.26%
American Indian and Alaska Native Alone	33	1.01%
Asian Alone	1	0.03%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	1,246	38.19%
Two or More Races	65	1.99%
2021 Est. Pop by Race, Asian Alone, by Category	113	
Chinese, except Taiwanese	6	5.31%
Filipino	9	7.97%
Japanese	0	0.00%
Asian Indian	11	9.74%
Korean	0	0.00%
Vietnamese	84	74.34%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	3	2.66%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	9,681	
Arab	20	0.21%
Czech	409	4.23%
Danish	15	0.16%
Dutch	42	0.43%
English	533	5.51%
French (except Basque)	128	1.32%
French Canadian	19	0.20%
German	710	7.33%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	565	5.84%
Italian	169	1.75%
Lithuanian	0	0.00%
United States or American	381	3.94%
Norwegian	110	1.14%
Polish	93	0.96%
Portuguese	1	0.01%
Russian	6	0.06%
Scottish	147	1.52%
Scotch-Irish	28	0.29%
Slovak	0	0.00%
Subsaharan African	19	0.20%
Swedish	5	0.05%
Swiss	11	0.11%
Ukrainian	0	0.00%
Welsh	20	0.21%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	4,198	43.36%
Ancestry Unclassified	2,052	21.20%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	6,165	68.24%
Speak Asian/Pacific Island Language at Home	87	0.96%
Speak IndoEuropean Language at Home	322	3.56%
Speak Spanish at Home	2,459	27.22%
Speak Other Language at Home	2	0.02%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	9,681	
Age 0 - 4	646	6.67%
Age 5 - 9	643	6.64%
Age 10 - 14	687	7.10%
Age 15 - 17	448	4.63%
Age 18 - 20	394	4.07%
Age 21 - 24	473	4.89%
Age 25 - 34	1,039	10.73%
Age 35 - 44	1,063	10.98%
Age 45 - 54	1,033	10.67%
Age 55 - 64	1,206	12.46%
Age 65 - 74	1,180	12.19%
Age 75 - 84	589	6.08%
Age 85 and over	279	2.88%
Age 16 and over	7,559	78.08%
Age 18 and over	7,257	74.96%
Age 21 and over	6,863	70.89%
Age 65 and over	2,048	21.16%
2021 Est. Median Age		39.80
2021 Est. Average Age		40.57
2021 Est. Population by Sex	9,681	
Male	4,779	49.37%
Female	4,902	50.64%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	4,779	
Age 0 - 4	325	6.80%
Age 5 - 9	322	6.74%
Age 10 - 14	345	7.22%
Age 15 - 17	246	5.15%
Age 18 - 20	220	4.60%
Age 21 - 24	261	5.46%
Age 25 - 34	539	11.28%
Age 35 - 44	503	10.53%
Age 45 - 54	485	10.15%
Age 55 - 64	595	12.45%
Age 65 - 74	556	11.63%
Age 75 - 84	281	5.88%
Age 85 and over	99	2.07%
2021 Est. Median Age, Male		37.54
2021 Est. Average Age, Male		39.31
2021 Est. Female Population by Age	4,902	
Age 0 - 4	321	6.55%
Age 5 - 9	320	6.53%
Age 10 - 14	342	6.98%
Age 15 - 17	202	4.12%
Age 18 - 20	174	3.55%
Age 21 - 24	212	4.33%
Age 25 - 34	500	10.20%
Age 35 - 44	560	11.42%
Age 45 - 54	548	11.18%
Age 55 - 64	610	12.44%
Age 65 - 74	624	12.73%
Age 75 - 84	308	6.28%
Age 85 and over	180	3.67%
2021 Est. Median Age, Female		41.81
2021 Est. Average Age, Female		41.81

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DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	1,915	24.85%
Males, Never Married	1,182	15.34%
Females, Never Married	733	9.51%
Married, Spouse present	3,814	49.50%
Married, Spouse absent	466	6.05%
Widowed	671	8.71%
Males Widowed	158	2.05%
Females Widowed	513	6.66%
Divorced	838	10.88%
Males Divorced	385	5.00%
Females Divorced	454	5.89%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	585	9.2%
Some High School, no diploma	704	11.0%
High School Graduate (or GED)	2,366	37.0%
Some College, no degree	1,384	21.7%
Associate Degree	443	6.9%
Bachelor's Degree	715	11.2%
Master's Degree	136	2.1%
Professional School Degree	31	0.5%
Doctorate Degree	26	0.4%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	793	47.01%
High School Graduate	460	27.27%
Some College or Associate's Degree	291	17.25%
Bachelor's Degree or Higher	144	8.54%
Households		
2026 Projection	3,735	
2021 Estimate	3,613	
2010 Census	3,564	
2000 Census	3,521	
Growth 2021 - 2026		3.38%
Growth 2010 - 2021		1.38%
Growth 2000 - 2010		1.22%
2021 Est. Households by Household Type	3,613	
Family Households	2,479	68.61%
Nonfamily Households	1,134	31.39%
2021 Est. Group Quarters Population	229	
2021 Households by Ethnicity, Hispanic/Latino	910	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	3,613	
Income < \$15,000	586	16.22%
Income \$15,000 - \$24,999	532	14.73%
Income \$25,000 - \$34,999	286	7.92%
Income \$35,000 - \$49,999	520	14.39%
Income \$50,000 - \$74,999	670	18.54%
Income \$75,000 - \$99,999	411	11.38%
Income \$100,000 - \$124,999	250	6.92%
Income \$125,000 - \$149,999	122	3.38%
Income \$150,000 - \$199,999	127	3.52%
Income \$200,000 - \$249,999	51	1.41%
Income \$250,000 - \$499,999	46	1.27%
Income \$500,000+	11	0.31%
2021 Est. Average Household Income		\$62,101
2021 Est. Median Household Income		\$46,531
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$52,398
Black or African American Alone		\$38,212
American Indian and Alaska Native Alone		\$66,968
Asian Alone		\$107,859
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$22,950
Two or More Races		\$105,259
Hispanic or Latino		\$38,762
Not Hispanic or Latino		\$47,213
2021 Est. Family HH Type by Presence of Own Child.	2,479	
Married-Couple Family, own children	641	25.86%
Married-Couple Family, no own children	1,102	44.45%
Male Householder, own children	77	3.11%
Male Householder, no own children	116	4.68%
Female Householder, own children	304	12.26%
Female Householder, no own children	239	9.64%
2021 Est. Households by Household Size	3,613	
1-person	1,017	28.15%
2-person	1,128	31.22%
3-person	544	15.06%
4-person	449	12.43%
5-person	262	7.25%
6-person	130	3.60%
7-or-more-person	84	2.33%
2021 Est. Average Household Size		2.62

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	3,613	
Households with 1 or More People under Age 18:	1,215	33.63%
Married-Couple Family	720	59.26%
Other Family, Male Householder	108	8.89%
Other Family, Female Householder	378	31.11%
Nonfamily, Male Householder	7	0.58%
Nonfamily, Female Householder	3	0.25%
Households with No People under Age 18:	2,398	66.37%
Married-Couple Family	1,026	42.79%
Other Family, Male Householder	85	3.55%
Other Family, Female Householder	164	6.84%
Nonfamily, Male Householder	529	22.06%
Nonfamily, Female Householder	594	24.77%
2021 Est. Households by Number of Vehicles	3,613	
No Vehicles	202	5.59%
1 Vehicle	1,165	32.25%
2 Vehicles	1,445	40.00%
3 Vehicles	604	16.72%
4 Vehicles	130	3.60%
5 or more Vehicles	67	1.85%
2021 Est. Average Number of Vehicles		1.87
Family Households		
2026 Projection	2,565	
2021 Estimate	2,479	
2010 Census	2,445	
2000 Census	2,459	
Growth 2021 - 2026		3.47%
Growth 2010 - 2021		1.39%
Growth 2000 - 2010		-0.57%
2021 Est. Families by Poverty Status	2,479	
2021 Families at or Above Poverty	2,103	84.83%
2021 Families at or Above Poverty with Children	725	29.25%
2021 Families Below Poverty	376	15.17%
2021 Families Below Poverty with Children	290	11.70%
2021 Est. Pop 16+ by Employment Status	7,558	
Civilian Labor Force, Employed	3,629	48.01%
Civilian Labor Force, Unemployed	161	2.13%
Armed Forces	0	0.00%
Not in Labor Force	3,768	49.85%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	3,632	
For-Profit Private Workers	2,381	65.56%
Non-Profit Private Workers	178	4.90%
Local Government Workers	135	3.72%
State Government Workers	215	5.92%
Federal Government Workers	430	11.84%
Self-Employed Workers	272	7.49%
Unpaid Family Workers	20	0.55%
2021 Est. Civ. Employed Pop 16+ by Occupation	3,632	
Architect/Engineer	91	2.51%
Arts/Entertainment/Sports	9	0.25%
Building Grounds Maintenance	104	2.86%
Business/Financial Operations	97	2.67%
Community/Social Services	68	1.87%
Computer/Mathematical	115	3.17%
Construction/Extraction	269	7.41%
Education/Training/Library	469	12.91%
Farming/Fishing/Forestry	177	4.87%
Food Prep/Serving	147	4.05%
Health Practitioner/Technician	224	6.17%
Healthcare Support	81	2.23%
Maintenance Repair	71	1.96%
Legal	1	0.03%
Life/Physical/Social Science	11	0.30%
Management	267	7.35%
Office/Admin. Support	390	10.74%
Production	340	9.36%
Protective Services	107	2.95%
Sales/Related	283	7.79%
Personal Care/Service	57	1.57%
Transportation/Moving	251	6.91%
2021 Est. Pop 16+ by Occupation Classification	3,632	
White Collar	2,026	55.78%
Blue Collar	932	25.66%
Service and Farm	674	18.56%
2021 Est. Workers Age 16+ by Transp. to Work	3,537	
Drove Alone	2,897	81.91%
Car Pooled	456	12.89%
Public Transportation	13	0.37%
Walked	13	0.37%
Bicycle	0	0.00%
Other Means	21	0.59%
Worked at Home	137	3.87%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,596	
15 - 29 Minutes	432	
30 - 44 Minutes	697	
45 - 59 Minutes	366	
60 or more Minutes	289	
2021 Est. Avg Travel Time to Work in Minutes		27
2021 Est. Occupied Housing Units by Tenure	3,613	
Owner Occupied	2,471	68.39%
Renter Occupied	1,142	31.61%
2021 Owner Occ. HUs: Avg. Length of Residence		19.65
2021 Renter Occ. HUs: Avg. Length of Residence		7.05
2021 Est. Owner-Occupied Housing Units by Value	3,613	
Value Less than \$20,000	104	4.21%
Value \$20,000 - \$39,999	91	3.68%
Value \$40,000 - \$59,999	344	13.92%
Value \$60,000 - \$79,999	287	11.62%
Value \$80,000 - \$99,999	281	11.37%
Value \$100,000 - \$149,999	473	19.14%
Value \$150,000 - \$199,999	390	15.78%
Value \$200,000 - \$299,999	242	9.79%
Value \$300,000 - \$399,999	112	4.53%
Value \$400,000 - \$499,999	61	2.47%
Value \$500,000 - \$749,999	49	1.98%
Value \$750,000 - \$999,999	18	0.73%
Value \$1,000,000 or \$1,499,999	4	0.16%
Value \$1,500,000 or \$1,999,999	2	0.08%
Value \$2,000,000+	15	0.61%
2021 Est. Median All Owner-Occupied Housing Value		\$111,505
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	3,253	76.02%
1 Unit Attached	85	1.99%
2 Units	190	4.44%
3 or 4 Units	100	2.34%
5 to 19 Units	107	2.50%
20 to 49 Units	11	0.26%
50 or More Units	0	0.00%
Mobile Home or Trailer	530	12.39%
Boat, RV, Van, etc.	2	0.05%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	151	3.53%
Housing Units Built 2010 to 2014	132	3.09%
Housing Units Built 2000 to 2009	368	8.60%
Housing Units Built 1990 to 1999	464	10.84%
Housing Units Built 1980 to 1989	651	15.21%
Housing Units Built 1970 to 1979	528	12.34%
Housing Units Built 1960 to 1969	432	10.10%
Housing Units Built 1950 to 1959	776	18.14%
Housing Units Built 1940 to 1949	259	6.05%
Housing Unit Built 1939 or Earlier	517	12.08%
2021 Est. Median Year Structure Built		1973

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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