



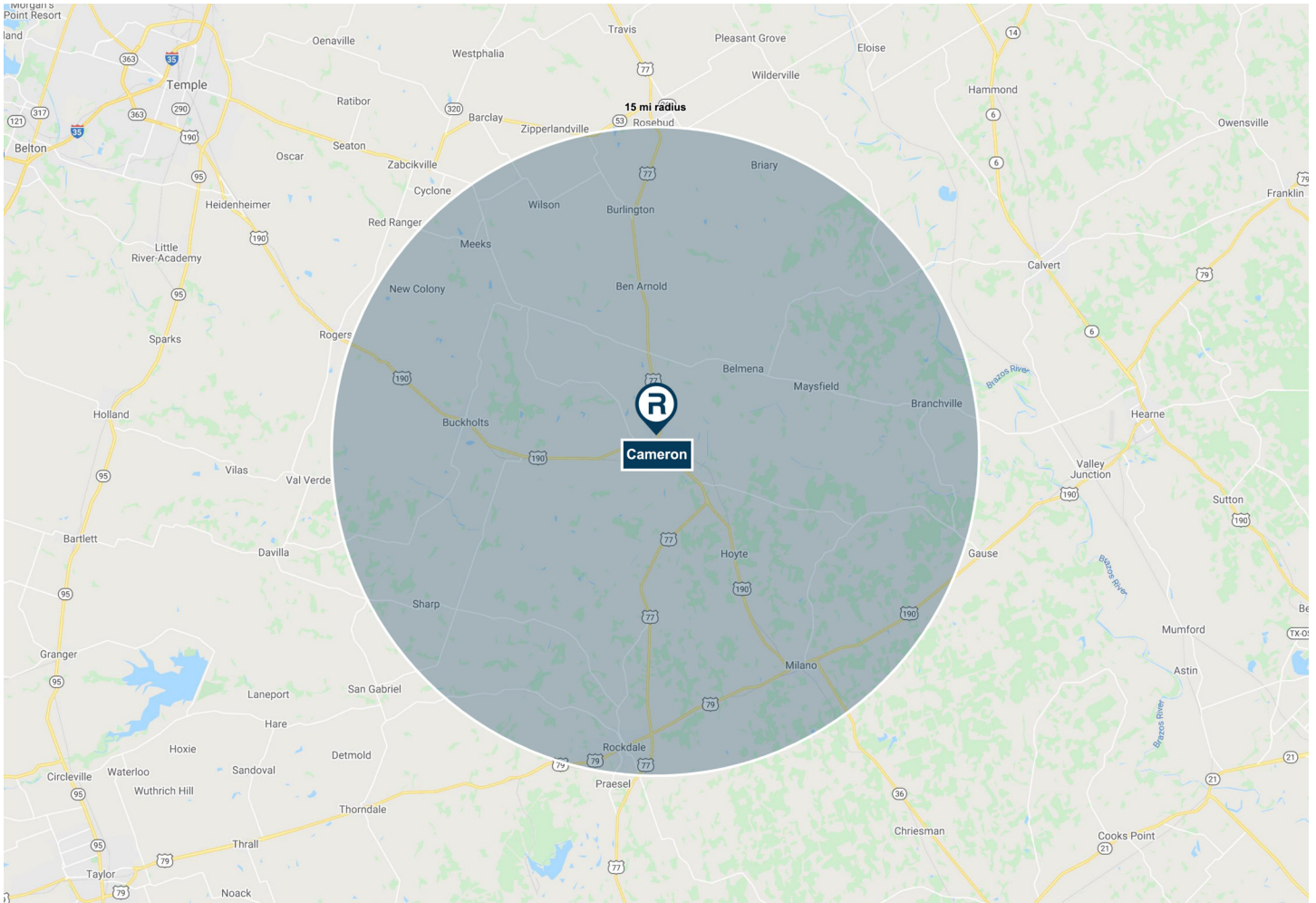
The **Retail** Coach.®

# 15-Mile Radial Demographic Profile

CAMERON, TEXAS

Prepared for Cameron Industrial Foundation  
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# 15-Mile Radial



Prepared for:



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# 15-Mile Radial • Demographic Profile

Cameron, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2026 Projection	20,359	
2021 Estimate	19,764	
2010 Census	19,639	
2000 Census	19,609	
Growth 2021 - 2026		3.01%
Growth 2010 - 2021		0.64%
Growth 2000 - 2010		0.15%
<b>2021 Est. Population by Single-Classification Race</b>	<b>19,764</b>	
White Alone	14,577	73.76%
Black or African American Alone	1,988	10.06%
Amer. Indian and Alaska Native Alone	203	1.03%
Asian Alone	213	1.08%
Native Hawaiian and Other Pacific Island Alone	0	0.00%
Some Other Race Alone	2,229	11.28%
Two or More Races	554	2.80%
<b>2021 Est. Population by Hispanic or Latino Origin</b>	<b>19,764</b>	
Not Hispanic or Latino	13,597	68.80%
Hispanic or Latino	6,166	31.20%
Mexican	5,682	92.15%
Puerto Rican	41	0.67%
Cuban	9	0.15%
All Other Hispanic or Latino	434	7.04%
<b>2021 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>6,166</b>	
White Alone	3,520	57.09%
Black or African American Alone	93	1.51%
American Indian and Alaska Native Alone	98	1.59%
Asian Alone	1	0.02%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	2,221	36.02%
Two or More Races	234	3.80%
<b>2021 Est. Pop by Race, Asian Alone, by Category</b>	<b>213</b>	
Chinese, except Taiwanese	14	6.57%
Filipino	20	9.39%
Japanese	19	8.92%
Asian Indian	14	6.57%
Korean	0	0.00%
Vietnamese	137	64.32%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	8	3.76%

DESCRIPTION	DATA	%
<b>2021 Est. Population by Ancestry</b>	<b>19,764</b>	
Arab	20	0.10%
Czech	730	3.69%
Danish	23	0.12%
Dutch	88	0.45%
English	1,076	5.44%
French (except Basque)	288	1.46%
French Canadian	25	0.13%
German	1,981	10.02%
Greek	0	0.00%
Hungarian	22	0.11%
Irish	1,448	7.33%
Italian	318	1.61%
Lithuanian	0	0.00%
United States or American	731	3.70%
Norwegian	134	0.68%
Polish	142	0.72%
Portuguese	3	0.02%
Russian	10	0.05%
Scottish	269	1.36%
Scotch-Irish	88	0.45%
Slovak	0	0.00%
Subsaharan African	25	0.13%
Swedish	69	0.35%
Swiss	13	0.07%
Ukrainian	0	0.00%
Welsh	55	0.28%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	7,793	39.43%
Ancestry Unclassified	4,411	22.32%
<b>2021 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	13,564	73.46%
Speak Asian/Pacific Island Language at Home	155	0.84%
Speak IndoEuropean Language at Home	499	2.70%
Speak Spanish at Home	4,242	22.97%
Speak Other Language at Home	6	0.03%

# 15-Mile Radial • Demographic Profile

Cameron, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Population by Age</b>	<b>19,764</b>	
Age 0 - 4	1,299	6.57%
Age 5 - 9	1,286	6.51%
Age 10 - 14	1,392	7.04%
Age 15 - 17	888	4.49%
Age 18 - 20	790	4.00%
Age 21 - 24	957	4.84%
Age 25 - 34	2,121	10.73%
Age 35 - 44	2,188	11.07%
Age 45 - 54	2,148	10.87%
Age 55 - 64	2,531	12.81%
Age 65 - 74	2,396	12.12%
Age 75 - 84	1,192	6.03%
Age 85 and over	576	2.91%
Age 16 and over	15,495	78.40%
Age 18 and over	14,899	75.39%
Age 21 and over	14,109	71.39%
Age 65 and over	4,164	21.07%
2021 Est. Median Age		40.26
2021 Est. Average Age		40.78
<b>2021 Est. Population by Sex</b>	<b>19,764</b>	
Male	9,722	49.19%
Female	10,042	50.81%

DESCRIPTION	DATA	%
<b>2021 Est. Male Population by Age</b>	<b>9,722</b>	
Age 0 - 4	661	6.80%
Age 5 - 9	649	6.68%
Age 10 - 14	717	7.38%
Age 15 - 17	486	5.00%
Age 18 - 20	438	4.51%
Age 21 - 24	517	5.32%
Age 25 - 34	1,062	10.92%
Age 35 - 44	1,051	10.81%
Age 45 - 54	1,019	10.48%
Age 55 - 64	1,230	12.65%
Age 65 - 74	1,142	11.75%
Age 75 - 84	552	5.68%
Age 85 and over	200	2.06%
2021 Est. Median Age, Male		38.14
2021 Est. Average Age, Male		39.45
<b>2021 Est. Female Population by Age</b>	<b>10,042</b>	
Age 0 - 4	638	6.35%
Age 5 - 9	637	6.34%
Age 10 - 14	675	6.72%
Age 15 - 17	402	4.00%
Age 18 - 20	352	3.51%
Age 21 - 24	440	4.38%
Age 25 - 34	1,059	10.55%
Age 35 - 44	1,138	11.33%
Age 45 - 54	1,129	11.24%
Age 55 - 64	1,301	12.96%
Age 65 - 74	1,255	12.50%
Age 75 - 84	640	6.37%
Age 85 and over	376	3.74%
2021 Est. Median Age, Female		42.21
2021 Est. Average Age, Female		42.07

# 15-Mile Radial • Demographic Profile

Cameron, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	3,893	24.66%
Males, Never Married	2,186	13.85%
Females, Never Married	1,707	10.81%
Married, Spouse present	7,875	49.88%
Married, Spouse absent	848	5.37%
Widowed	1,318	8.35%
Males Widowed	439	2.78%
Females Widowed	879	5.57%
Divorced	1,853	11.74%
Males Divorced	904	5.73%
Females Divorced	949	6.01%
<b>2021 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	911	6.9%
Some High School, no diploma	1,539	11.7%
High School Graduate (or GED)	5,081	38.6%
Some College, no degree	2,770	21.1%
Associate Degree	1,153	8.8%
Bachelor's Degree	1,251	9.5%
Master's Degree	320	2.4%
Professional School Degree	63	0.5%
Doctorate Degree	66	0.5%
<b>2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	1,284	40.59%
High School Graduate	908	28.71%
Some College or Associate's Degree	735	23.24%
Bachelor's Degree or Higher	236	7.46%
<b>Households</b>		
2026 Projection	7,707	
2021 Estimate	7,479	
2010 Census	7,438	
2000 Census	7,422	
Growth 2021 - 2026		3.05%
Growth 2010 - 2021		0.55%
Growth 2000 - 2010		0.22%
<b>2021 Est. Households by Household Type</b>	<b>7,479</b>	
Family Households	5,185	69.33%
Nonfamily Households	2,293	30.66%
2021 Est. Group Quarters Population	406	
2021 Households by Ethnicity, Hispanic/Latino	1,721	

DESCRIPTION	DATA	%
<b>2021 Est. Households by Household Income</b>	<b>7,479</b>	
Income < \$15,000	972	13.00%
Income \$15,000 - \$24,999	1,061	14.19%
Income \$25,000 - \$34,999	789	10.55%
Income \$35,000 - \$49,999	1,054	14.09%
Income \$50,000 - \$74,999	1,442	19.28%
Income \$75,000 - \$99,999	892	11.93%
Income \$100,000 - \$124,999	554	7.41%
Income \$125,000 - \$149,999	286	3.82%
Income \$150,000 - \$199,999	249	3.33%
Income \$200,000 - \$249,999	86	1.15%
Income \$250,000 - \$499,999	76	1.02%
Income \$500,000+	18	0.24%
2021 Est. Average Household Income		\$62,372
2021 Est. Median Household Income		\$47,935
<b>2021 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$50,944
Black or African American Alone		\$41,874
American Indian and Alaska Native Alone		\$63,631
Asian Alone		\$109,798
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$26,867
Two or More Races		\$25,000
Hispanic or Latino		\$38,994
Not Hispanic or Latino		\$49,175
<b>2021 Est. Family HH Type by Presence of Own Child.</b>	<b>5,185</b>	
Married-Couple Family, own children	1,376	26.54%
Married-Couple Family, no own children	2,367	45.65%
Male Householder, own children	187	3.61%
Male Householder, no own children	230	4.44%
Female Householder, own children	579	11.17%
Female Householder, no own children	446	8.60%
<b>2021 Est. Households by Household Size</b>	<b>7,479</b>	
1-person	2,060	27.54%
2-person	2,420	32.36%
3-person	1,147	15.34%
4-person	907	12.13%
5-person	540	7.22%
6-person	253	3.38%
7-or-more-person	152	2.03%
2021 Est. Average Household Size		2.59

# 15-Mile Radial • Demographic Profile

Cameron, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Households by Presence of People Under 18</b>	<b>7,479</b>	
Households with 1 or More People under Age 18:	2,542	33.99%
Married-Couple Family	1,559	61.33%
Other Family, Male Householder	241	9.48%
Other Family, Female Householder	717	28.21%
Nonfamily, Male Householder	17	0.67%
Nonfamily, Female Householder	9	0.35%
<b>Households with No People under Age 18:</b>	<b>4,937</b>	<b>66.01%</b>
Married-Couple Family	2,185	44.26%
Other Family, Male Householder	178	3.61%
Other Family, Female Householder	307	6.22%
Nonfamily, Male Householder	1,044	21.15%
Nonfamily, Female Householder	1,222	24.75%
<b>2021 Est. Households by Number of Vehicles</b>	<b>7,479</b>	
No Vehicles	366	4.89%
1 Vehicle	2,394	32.01%
2 Vehicles	2,901	38.79%
3 Vehicles	1,282	17.14%
4 Vehicles	347	4.64%
5 or more Vehicles	188	2.51%
2021 Est. Average Number of Vehicles		1.93
<b>Family Households</b>		
2026 Projection	5,348	
2021 Estimate	5,185	
2010 Census	5,154	
2000 Census	5,262	
Growth 2021 - 2026		3.14%
Growth 2010 - 2021		0.60%
Growth 2000 - 2010		-2.05%
<b>2021 Est. Families by Poverty Status</b>	<b>5,185</b>	
2021 Families at or Above Poverty	4,502	86.83%
2021 Families at or Above Poverty with Children	1,905	36.74%
2021 Families Below Poverty	683	13.17%
2021 Families Below Poverty with Children	481	9.28%
<b>2021 Est. Pop 16+ by Employment Status</b>	<b>15,494</b>	
Civilian Labor Force, Employed	7,866	50.77%
Civilian Labor Force, Unemployed	385	2.49%
Armed Forces	2	0.01%
Not in Labor Force	7,241	46.73%

DESCRIPTION	DATA	%
<b>2021 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>7,738</b>	
For-Profit Private Workers	5,204	67.25%
Non-Profit Private Workers	466	6.02%
Local Government Workers	282	3.64%
State Government Workers	549	7.10%
Federal Government Workers	639	8.26%
Self-Employed Workers	568	7.34%
Unpaid Family Workers	31	0.40%
<b>2021 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>7,738</b>	
Architect/Engineer	172	2.22%
Arts/Entertainment/Sports	33	0.43%
Building Grounds Maintenance	341	4.41%
Business/Financial Operations	190	2.46%
Community/Social Services	145	1.87%
Computer/Mathematical	205	2.65%
Construction/Extraction	702	9.07%
Education/Training/Library	729	9.42%
Farming/Fishing/Forestry	268	3.46%
Food Prep/Serving	371	4.80%
Health Practitioner/Technician	356	4.60%
Healthcare Support	170	2.20%
Maintenance Repair	314	4.06%
Legal	7	0.09%
Life/Physical/Social Science	13	0.17%
Management	545	7.04%
Office/Admin. Support	982	12.69%
Production	654	8.45%
Protective Services	173	2.24%
Sales/Related	673	8.70%
Personal Care/Service	133	1.72%
Transportation/Moving	560	7.24%
<b>2021 Est. Pop 16+ by Occupation Classification</b>	<b>7,738</b>	
White Collar	4,052	52.37%
Blue Collar	2,231	28.83%
Service and Farm	1,456	18.82%
<b>2021 Est. Workers Age 16+ by Transp. to Work</b>	<b>7,620</b>	
Drove Alone	6,265	82.22%
Car Pooled	947	12.43%
Public Transportation	36	0.47%
Walked	45	0.59%
Bicycle	0	0.00%
Other Means	34	0.45%
Worked at Home	294	3.86%

# 15-Mile Radial • Demographic Profile

Cameron, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	3,029	
15 - 29 Minutes	1,182	
30 - 44 Minutes	1,408	
45 - 59 Minutes	856	
60 or more Minutes	832	
2021 Est. Avg Travel Time to Work in Minutes		29
<b>2021 Est. Occupied Housing Units by Tenure</b>	7,479	
Owner Occupied	5,224	69.85%
Renter Occupied	2,255	30.15%
2021 Owner Occ. HUs: Avg. Length of Residence		18.62
2021 Renter Occ. HUs: Avg. Length of Residence		7.13
<b>2021 Est. Owner-Occupied Housing Units by Value</b>	<b>7,479</b>	
Value Less than \$20,000	233	4.46%
Value \$20,000 - \$39,999	295	5.65%
Value \$40,000 - \$59,999	548	10.49%
Value \$60,000 - \$79,999	463	8.86%
Value \$80,000 - \$99,999	740	14.17%
Value \$100,000 - \$149,999	1,053	20.16%
Value \$150,000 - \$199,999	716	13.71%
Value \$200,000 - \$299,999	557	10.66%
Value \$300,000 - \$399,999	272	5.21%
Value \$400,000 - \$499,999	161	3.08%
Value \$500,000 - \$749,999	108	2.07%
Value \$750,000 - \$999,999	42	0.80%
Value \$1,000,000 or \$1,499,999	13	0.25%
Value \$1,500,000 or \$1,999,999	5	0.10%
Value \$2,000,000+	18	0.35%
2021 Est. Median All Owner-Occupied Housing Value		\$112,302
<b>2021 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	6,995	77.22%
1 Unit Attached	151	1.67%
2 Units	338	3.73%
3 or 4 Units	143	1.58%
5 to 19 Units	197	2.18%
20 to 49 Units	36	0.40%
50 or More Units	70	0.77%
Mobile Home or Trailer	1,121	12.37%
Boat, RV, Van, etc.	8	0.09%

DESCRIPTION	DATA	%
<b>2021 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	328	3.62%
Housing Units Built 2010 to 2014	318	3.51%
Housing Units Built 2000 to 2009	1,027	11.34%
Housing Units Built 1990 to 1999	1,193	13.17%
Housing Units Built 1980 to 1989	1,347	14.87%
Housing Units Built 1970 to 1979	1,079	11.91%
Housing Units Built 1960 to 1969	1,001	11.05%
Housing Units Built 1950 to 1959	1,563	17.25%
Housing Units Built 1940 to 1949	431	4.76%
Housing Unit Built 1939 or Earlier	771	8.51%
2021 Est. Median Year Structure Built		1977

# 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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