






Places: Bertram city, TX

	2000 Total Population	1,122
	2000 Group Quarters	80
	2007 Total Population	1,515
	2012 Total Population	1,814
	2007 - 2012 Annual Rate	3.67%
	2000 Households	387
	2000 Average Household Size	2.69
	2007 Households	521
	2007 Average Household Size	2.8
	2012 Households	625
	2012 Average Household Size	2.81
	2007 - 2012 Annual Rate	3.71%
	2000 Families	281
	2000 Average Family Size	3.24
	2007 Families	394
2007 Average Family Size	3.24	
2012 Families	470	
2012 Average Family Size	3.26	
2007 - 2012 Annual Rate	3.59%	
	2000 Housing Units	434
	Owner Occupied Housing Units	71.4%
	Renter Occupied Housing Units	17.7%
	Vacant Housing Units	10.8%
	2007 Housing Units	578
	Owner Occupied Housing Units	76.9%
	Renter Occupied Housing Units	13.2%
	Vacant Housing Units	9.9%
	2012 Housing Units	688
	Owner Occupied Housing Units	77.6%
	Renter Occupied Housing Units	13.2%
	Vacant Housing Units	9.2%
Median Household Income		
2000	\$36,479	
2007	\$47,796	
2012	\$54,031	
Median Home Value		
2000	\$65,077	
2007	\$120,640	
2012	\$149,342	
Per Capita Income		
2000	\$14,132	
2007	\$22,952	
2012	\$26,359	
Median Age		
2000	37.6	
2007	42.0	
2012	43.3	

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



2000 Households by Income

Household Income Base	391
< \$15,000	20.7%
\$15,000 - \$24,999	9.7%
\$25,000 - \$34,999	16.9%
\$35,000 - \$49,999	19.9%
\$50,000 - \$74,999	18.7%
\$75,000 - \$99,999	10.2%
\$100,000 - \$149,999	3.8%
\$150,000 - \$199,999	0.0%
\$200,000+	0.0%
Average Household Income	\$40,994

2007 Households by Income

Household Income Base	520
< \$15,000	11.0%
\$15,000 - \$24,999	9.2%
\$25,000 - \$34,999	12.3%
\$35,000 - \$49,999	19.4%
\$50,000 - \$74,999	20.2%
\$75,000 - \$99,999	10.2%
\$100,000 - \$149,999	13.7%
\$150,000 - \$199,999	3.1%
\$200,000+	1.0%
Average Household Income	\$61,358

2012 Households by Income

Household Income Base	626
< \$15,000	9.1%
\$15,000 - \$24,999	7.8%
\$25,000 - \$34,999	9.4%
\$35,000 - \$49,999	19.5%
\$50,000 - \$74,999	19.3%
\$75,000 - \$99,999	13.3%
\$100,000 - \$149,999	13.7%
\$150,000 - \$199,999	5.4%
\$200,000+	2.4%
Average Household Income	\$70,356

2000 Owner Occupied HUs by Value

Total	320
<\$50,000	33.4%
\$50,000 - 99,999	53.4%
\$100,000 - 149,999	10.6%
\$150,000 - 199,999	2.2%
\$200,000 - \$299,999	0.3%
\$300,000 - 499,999	0.0%
\$500,000 - 999,999	0.0%
\$1,000,000+	0.0%
Average Home Value	\$66,641

2000 Specified Renter Occupied HUs by Contract Rent

Total	79
With Cash Rent	84.8%
No Cash Rent	15.2%
Median Rent	\$436
Average Rent	\$419

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



Places: Bertram city, TX



2000 Population by Age

Total	1,122
0 - 4	7.0%
5 - 9	6.0%
10 - 14	6.8%
15 - 19	7.6%
20 - 24	6.0%
25 - 34	13.3%
35 - 44	14.2%
45 - 54	12.7%
55 - 64	7.9%
65 - 74	7.8%
75 - 84	5.8%
85+	5.0%
18+	75.4%

2007 Population by Age

Total	1,512
0 - 4	6.4%
5 - 9	6.9%
10 - 14	4.8%
15 - 19	5.6%
20 - 24	5.4%
25 - 34	11.7%
35 - 44	14.2%
45 - 54	16.1%
55 - 64	13.0%
65 - 74	8.3%
75 - 84	4.4%
85+	3.0%
18+	78.5%

2012 Population by Age

Total	1,814
0 - 4	6.3%
5 - 9	6.2%
10 - 14	7.3%
15 - 19	4.5%
20 - 24	4.5%
25 - 34	11.1%
35 - 44	12.2%
45 - 54	17.0%
55 - 64	14.8%
65 - 74	8.5%
75 - 84	5.0%
85+	2.6%
18+	77.6%

2000 Population by Sex

Males	47.4%
Females	52.6%

2007 Population by Sex

Males	49.0%
Females	51.0%

2012 Population by Sex

Males	49.2%
Females	50.8%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



2000 Population by Race/Ethnicity

Total	1,122
White Alone	88.2%
Black Alone	0.9%
American Indian Alone	0.6%
Asian or Pacific Islander Alone	0.1%
Some Other Race Alone	9.1%
Two or More Races	1.1%
Hispanic Origin	21.2%
Diversity Index	48.2

2007 Population by Race/Ethnicity

Total	1,514
White Alone	90.3%
Black Alone	0.9%
American Indian Alone	0.9%
Asian or Pacific Islander Alone	0.2%
Some Other Race Alone	5.7%
Two or More Races	2.0%
Hispanic Origin	17.4%
Diversity Index	41.9

2012 Population by Race/Ethnicity

Total	1,812
White Alone	88.7%
Black Alone	0.9%
American Indian Alone	1.0%
Asian or Pacific Islander Alone	0.2%
Some Other Race Alone	6.9%
Two or More Races	2.2%
Hispanic Origin	20.5%
Diversity Index	47.0



2000 Population 3+ by School Enrollment

Total	1,127
Enrolled in Nursery/Preschool	1.2%
Enrolled in Kindergarten	0.4%
Enrolled in Grade 1-8	10.8%
Enrolled in Grade 9-12	6.2%
Enrolled in College	2.0%
Enrolled in Grad/Prof School	0.0%
Not Enrolled in School	79.2%

2000 Population 25+ by Educational Attainment

Total	768
Less than 9th Grade	14.7%
9th - 12th Grade, No Diploma	20.6%
High School Graduate	37.0%
Some College, No Degree	17.3%
Associate Degree	4.2%
Bachelor's Degree	4.6%
Master's/Prof/Doctorate Degree	1.7%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



2000 Population 15+ by Sex and Marital Status

Total	927
Females	53.9%
Never Married	6.5%
Married, not Separated	35.1%
Married, Separated	0.5%
Widowed	6.4%
Divorced	5.5%
Males	46.1%
Never Married	10.8%
Married, not Separated	30.0%
Married, Separated	0.4%
Widowed	0.8%
Divorced	4.1%



2000 Population 16+ by Employment Status

Total	903
In Labor Force	54.9%
Civilian Employed	53.7%
Civilian Unemployed	1.2%
In Armed Forces	0.0%
Not in Labor Force	45.1%

2007 Civilian Population 16+ in Labor Force

Civilian Employed	97.5%
Civilian Unemployed	2.5%

2012 Civilian Population 16+ in Labor Force

Civilian Employed	97.8%
Civilian Unemployed	2.2%

2000 Females 16+ by Employment Status and Age of Children

Total	485
Own Children < 6 Only	9.7%
Employed/in Armed Forces	6.2%
Unemployed	0.0%
Not in Labor Force	3.5%
Own Children < 6 and 6-17 Only	6.4%
Employed/in Armed Forces	4.1%
Unemployed	0.0%
Not in Labor Force	2.3%
Own Children 6-17 Only	16.5%
Employed/in Armed Forces	9.3%
Unemployed	0.4%
Not in Labor Force	6.8%
No Own Children < 18	67.4%
Employed/in Armed Forces	23.7%
Unemployed	0.0%
Not in Labor Force	43.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007.



2007 Employed Population 16+ by Industry

Total	773
Agriculture/Mining	6.2%
Construction	23.4%
Manufacturing	6.2%
Wholesale Trade	1.8%
Retail Trade	13.8%
Transportation/Utilities	4.8%
Information	0.6%
Finance/Insurance/Real Estate	6.0%
Services	29.4%
Public Administration	7.8%

2007 Employed Population 16+ by Occupation

Total	774
White Collar	48.6%
Management/Business/Financial	14.7%
Professional	14.6%
Sales	8.7%
Administrative Support	10.6%
Services	14.2%
Blue Collar	37.2%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	21.8%
Installation/Maintenance/Repair	4.0%
Production	5.0%
Transportation/Material Moving	5.8%



2000 Workers 16+ by Means of Transportation to Work

Total	467
Drove Alone - Car, Truck, or Van	82.2%
Carpooled - Car, Truck, or Van	12.4%
Public Transportation	1.3%
Walked	0.4%
Other Means	2.6%
Worked at Home	1.1%

2000 Workers 16+ by Travel Time to Work

Total	467
Did Not Work at Home	98.9%
Less than 5 minutes	7.7%
5 to 9 minutes	6.0%
10 to 19 minutes	20.8%
20 to 24 minutes	6.0%
25 to 34 minutes	15.6%
35 to 44 minutes	8.6%
45 to 59 minutes	12.0%
60 to 89 minutes	18.6%
90 or more minutes	3.6%
Worked at Home	1.1%
Average Travel Time to Work (in min)	35.3

2000 Households by Vehicles Available

Total	399
None	3.8%
1	36.6%
2	41.9%
3	13.8%
4	3.0%
5+	1.0%
Average Number of Vehicles Available	1.8

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



2000 Households by Type

Total	387
Family Households	72.6%
Married-couple Family	62.0%
With Related Children	33.3%
Other Family (No Spouse)	10.6%
With Related Children	5.4%
Nonfamily Households	27.4%
Householder Living Alone	25.6%
Householder Not Living Alone	1.8%
Households with Related Children	38.8%
Households with Persons 65+	29.7%

2000 Households by Size

Total	387
1 Person Household	25.6%
2 Person Household	28.2%
3 Person Household	17.6%
4 Person Household	17.3%
5 Person Household	7.0%
6 Person Household	3.4%
7+ Person Household	1.0%

2000 Households by Year Householder Moved In

Total	399
Moved in 1999 to March 2000	18.8%
Moved in 1995 to 1998	29.6%
Moved in 1990 to 1994	17.3%
Moved in 1980 to 1989	15.5%
Moved in 1970 to 1979	8.5%
Moved in 1969 or Earlier	10.3%
Median Year Householder Moved In	1995



2000 Housing Units by Units in Structure

Total	450
1, Detached	82.0%
1, Attached	0.7%
2	0.9%
3 or 4	2.0%
5 to 9	0.9%
10 to 19	0.0%
20+	0.0%
Mobile Home	13.6%
Other	0.0%

2000 Housing Units by Year Structure Built


Total	450
1999 to March 2000	2.7%
1995 to 1998	8.2%
1990 to 1994	5.6%
1980 to 1989	19.1%
1970 to 1979	13.1%
1969 or Earlier	51.3%
Median Year Structure Built	1969

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



Top 3 Tapestry Segments

1. Rooted Rural
2. Midland Crowd

 **2007 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$1,031,590
Average Spent	\$1,980.02
Spending Potential Index	72
Computers & Accessories: Total \$	\$98,570
Average Spent	\$189.19
Spending Potential Index	76
Education: Total \$	\$431,092
Average Spent	\$827.43
Spending Potential Index	64
Entertainment/Recreation: Total \$	\$1,555,114
Average Spent	\$2,984.86
Spending Potential Index	87
Food at Home: Total \$	\$2,355,208
Average Spent	\$4,520.55
Spending Potential Index	90
Food Away from Home: Total \$	\$1,465,087
Average Spent	\$2,812.07
Spending Potential Index	83
Health Care: Total \$	\$2,060,543
Average Spent	\$3,954.98
Spending Potential Index	101
HH Furnishings & Equipment: Total \$	\$951,602
Average Spent	\$1,826.49
Spending Potential Index	81
Investments: Total \$	\$399,022
Average Spent	\$765.88
Spending Potential Index	51
Retail Goods: Total \$	\$12,709,523
Average Spent	\$24,394.48
Spending Potential Index	92
Shelter: Total \$	\$5,676,370
Average Spent	\$10,895.14
Spending Potential Index	72
TV/Video/Sound Equipment: Total \$	\$506,669
Average Spent	\$972.49
Spending Potential Index	84
Travel: Total \$	\$738,643
Average Spent	\$1,417.74
Spending Potential Index	77
Vehicle Maintenance & Repairs: Total \$	\$490,779
Average Spent	\$941.99
Spending Potential Index	88

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.