



Places: Bertram city, TX

Summary Demographics

2007 Population	1,515
2007 Households	521
2007 Median Disposable Income	\$39,388
2007 Per Capita Income	\$22,952

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$13,987,342	\$3,297,405	\$10,689,937	61.8	7
Total Retail Trade (NAICS 44-45)	\$12,475,158	\$3,157,157	\$9,318,001	59.6	6
Total Food & Drink (NAICS 722)	\$1,512,184	\$140,248	\$1,371,936	83.0	1

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$3,590,743	\$291,869	\$3,298,874	85.0	2
Automobile Dealers (NAICS 4411)	\$3,109,843	\$0	\$3,109,843	100.0	0
Other Motor Vehicle Dealers (NAICS 4412)	\$351,850	\$0	\$351,850	100.0	0
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$129,050	\$291,869	\$-162,819	-38.7	2
Furniture & Home Furnishings Stores (NAICS 442)	\$434,169	\$0	\$434,169	100.0	0
Furniture Stores (NAICS 4421)	\$223,731	\$0	\$223,731	100.0	0
Home Furnishings Stores (NAICS 4422)	\$210,438	\$0	\$210,438	100.0	0
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$150,622	\$0	\$150,622	100.0	0
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$518,226	\$141,135	\$377,091	57.2	1
Building Material and Supplies Dealers (NAICS 4441)	\$483,926	\$141,135	\$342,791	54.8	1
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$34,300	\$0	\$34,300	100.0	0
Food & Beverage Stores (NAICS 445)	\$3,126,466	\$0	\$3,126,466	100.0	0
Grocery Stores (NAICS 4451)	\$3,023,165	\$0	\$3,023,165	100.0	0
Specialty Food Stores (NAICS 4452)	\$10,892	\$0	\$10,892	100.0	0
Beer, Wine, and Liquor Stores (NAICS 4453)	\$92,409	\$0	\$92,409	100.0	0
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$275,310	\$0	\$275,310	100.0	0
Gasoline Stations (NAICS 447/4471)	\$1,462,015	\$2,372,683	\$-910,668	-23.7	1
Clothing and Clothing Accessories Stores (NAICS 448)	\$439,441	\$0	\$439,441	100.0	0
Clothing Stores (NAICS 4481)	\$337,038	\$0	\$337,038	100.0	0
Shoe Stores (NAICS 4482)	\$64,472	\$0	\$64,472	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$37,931	\$0	\$37,931	100.0	0
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$83,046	\$264,394	\$-181,348	-52.2	1
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$51,433	\$264,394	\$-212,961	-67.4	1
Book, Periodical, and Music Stores (NAICS 4512)	\$31,613	\$0	\$31,613	100.0	0

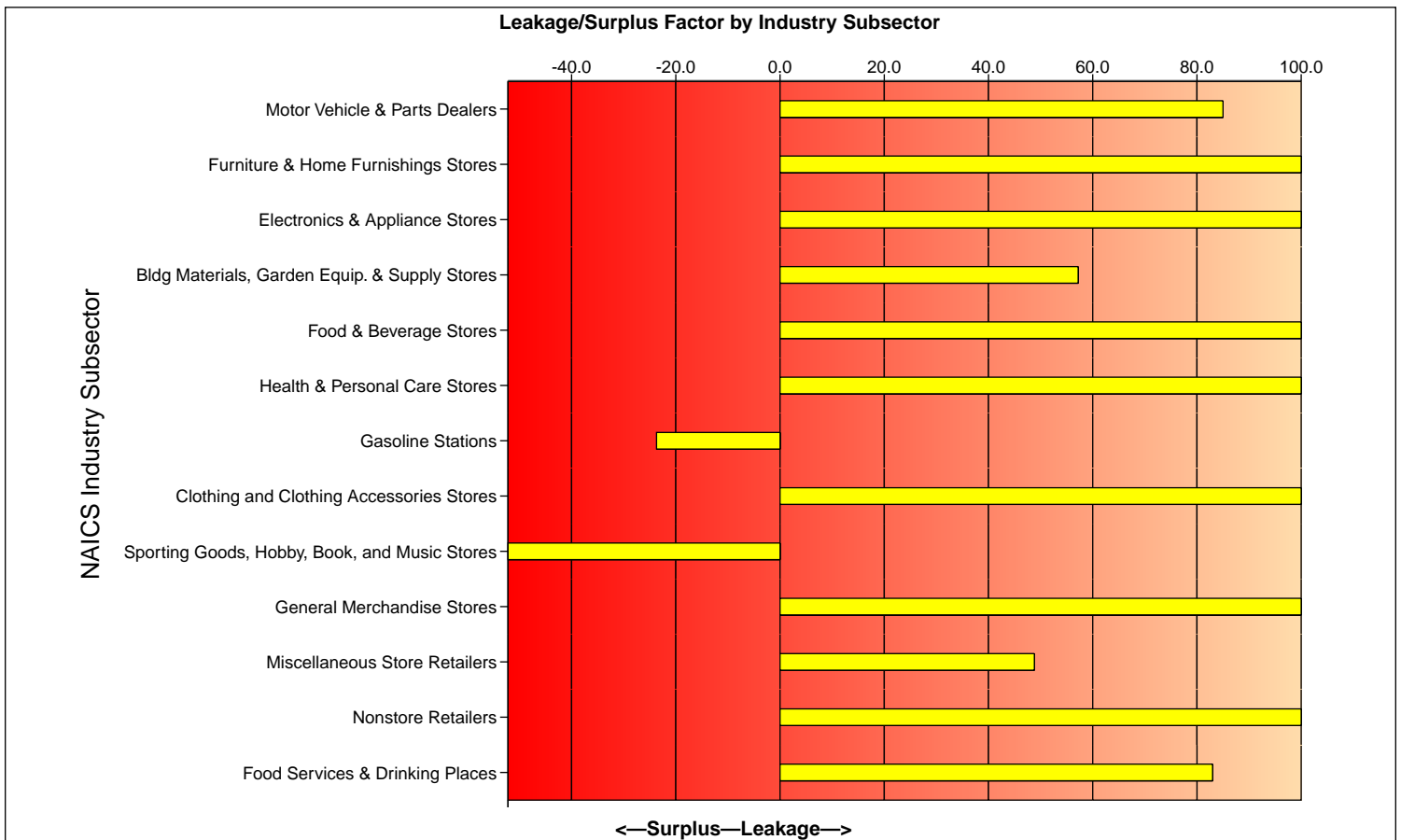
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Source: ESRI and infoUSA®



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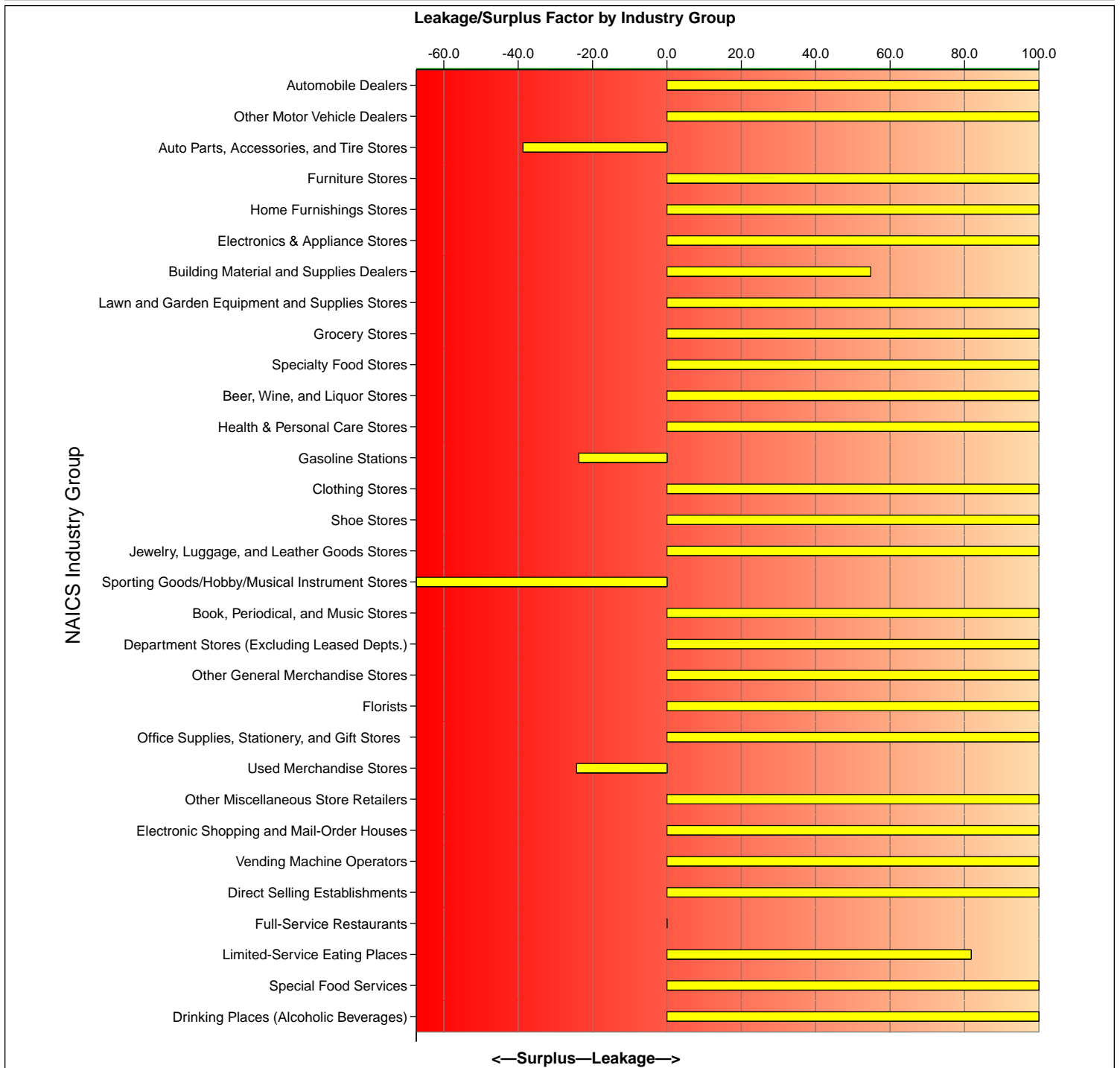
Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$1,879,280	\$0	\$1,879,280	100.0	0
Department Stores Excluding Leased Depts.(NAICS 4521)	\$1,041,107	\$0	\$1,041,107	100.0	0
Other General Merchandise Stores (NAICS 4529)	\$838,173	\$0	\$838,173	100.0	0
Miscellaneous Store Retailers (NAICS 453)	\$253,099	\$87,076	\$166,023	48.8	1
Florists (NAICS 4531)	\$22,733	\$0	\$22,733	100.0	0
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$69,195	\$0	\$69,195	100.0	0
Used Merchandise Stores (NAICS 4533)	\$53,073	\$87,076	-\$34,003	-24.3	1
Other Miscellaneous Store Retailers (NAICS 4539)	\$108,098	\$0	\$108,098	100.0	0
Nonstore Retailers (NAICS 454)	\$262,741	\$0	\$262,741	100.0	0
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$156,052	\$0	\$156,052	100.0	0
Vending Machine Operators (NAICS 4542)	\$2,583	\$0	\$2,583	100.0	0
Direct Selling Establishments (NAICS 4543)	\$104,106	\$0	\$104,106	100.0	0
Food Services & Drinking Places (NAICS 722)	\$1,512,184	\$140,248	\$1,371,936	83.0	1
Full-Service Restaurants (NAICS 7221)	\$0	\$0	\$0	0.0	0
Limited-Service Eating Places (NAICS 7222)	\$1,404,135	\$140,248	\$1,263,887	81.8	1
Special Food Services (NAICS 7223)	\$27,021	\$0	\$27,021	100.0	0
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$81,028	\$0	\$81,028	100.0	0



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