

Demographic and Income Profile

French Settlement + 1/2 mile
Area: 10.09 Square miles

Prepared by Esri

Summary	Census 2010	2017	2022
Population	1,682	1,860	2,010
Households	633	709	772
Families	454	501	540
Average Household Size	2.66	2.62	2.60
Owner Occupied Housing Units	542	586	636
Renter Occupied Housing Units	91	123	135
Median Age	38.9	39.9	41.5
Trends: 2017 - 2022 Annual Rate	Area	State	National
Population	1.56%	0.71%	0.83%
Households	1.72%	0.75%	0.79%
Families	1.51%	0.58%	0.71%
Owner HHs	1.65%	0.76%	0.72%
Median Household Income	5.13%	2.15%	2.12%

Households by Income	2017		2022	
	Number	Percent	Number	Percent
<\$15,000	88	12.4%	90	11.7%
\$15,000 - \$24,999	54	7.6%	53	6.9%
\$25,000 - \$34,999	90	12.7%	84	10.9%
\$35,000 - \$49,999	96	13.5%	79	10.2%
\$50,000 - \$74,999	99	14.0%	91	11.8%
\$75,000 - \$99,999	73	10.3%	87	11.3%
\$100,000 - \$149,999	132	18.6%	182	23.6%
\$150,000 - \$199,999	42	5.9%	56	7.3%
\$200,000+	36	5.1%	49	6.3%
Median Household Income	\$55,208		\$70,888	
Average Household Income	\$78,387		\$92,413	
Per Capita Income	\$30,350		\$36,067	

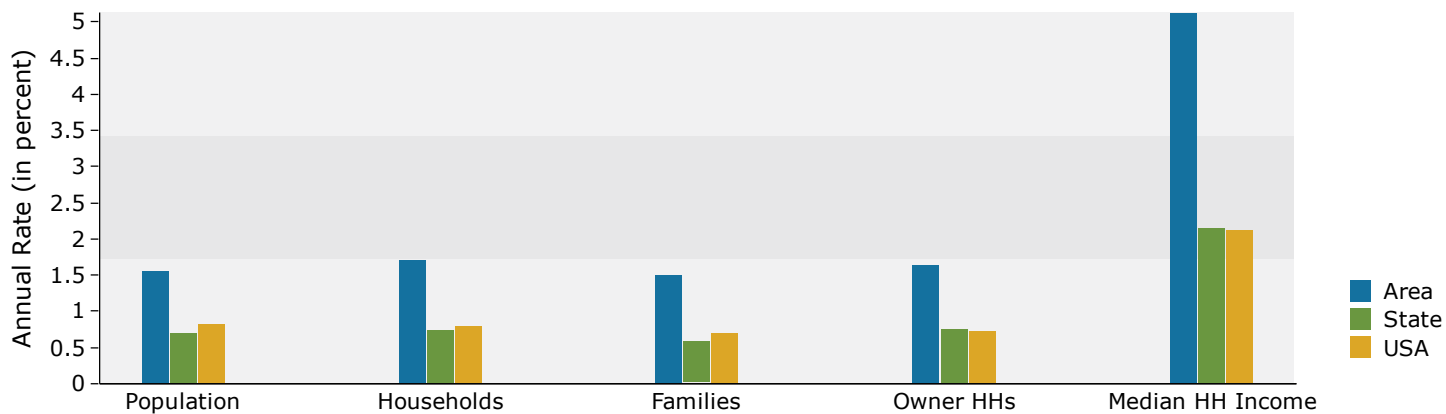
Population by Age	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	114	6.8%	113	6.1%	118	5.9%
5 - 9	111	6.6%	123	6.6%	125	6.2%
10 - 14	117	7.0%	120	6.5%	139	6.9%
15 - 19	109	6.5%	104	5.6%	124	6.2%
20 - 24	99	5.9%	97	5.2%	91	4.5%
25 - 34	211	12.6%	252	13.5%	226	11.2%
35 - 44	213	12.7%	235	12.6%	276	13.7%
45 - 54	287	17.1%	255	13.7%	246	12.2%
55 - 64	221	13.2%	283	15.2%	302	15.0%
65 - 74	129	7.7%	189	10.2%	236	11.7%
75 - 84	48	2.9%	69	3.7%	105	5.2%
85+	21	1.2%	20	1.1%	22	1.1%

Race and Ethnicity	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
White Alone	1,638	97.4%	1,795	96.6%	1,925	95.7%
Black Alone	9	0.5%	15	0.8%	21	1.0%
American Indian Alone	9	0.5%	12	0.6%	15	0.7%
Asian Alone	3	0.2%	5	0.3%	8	0.4%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	7	0.4%	10	0.5%	13	0.6%
Two or More Races	15	0.9%	22	1.2%	29	1.4%
Hispanic Origin (Any Race)	27	1.6%	40	2.2%	53	2.6%

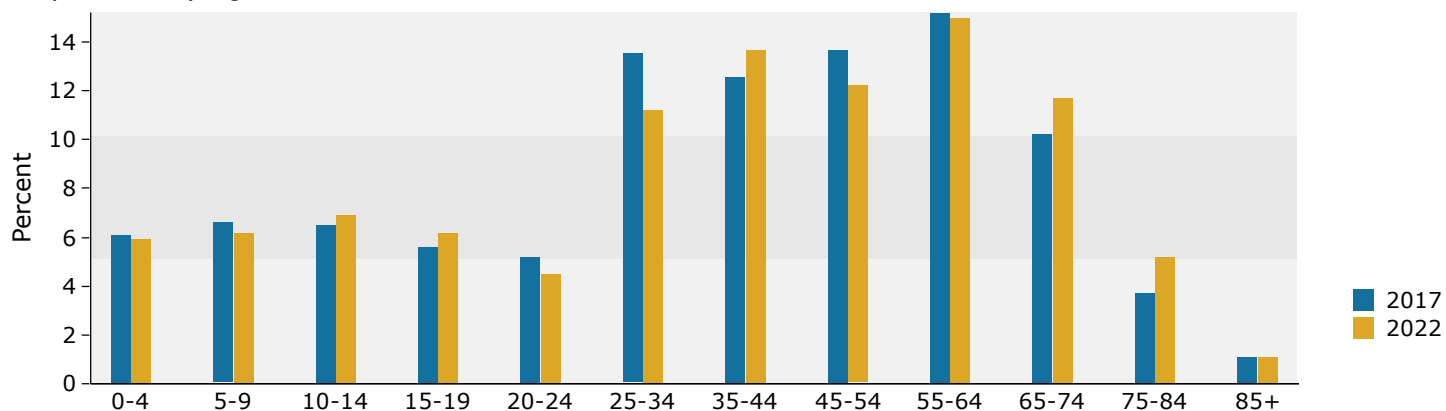
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

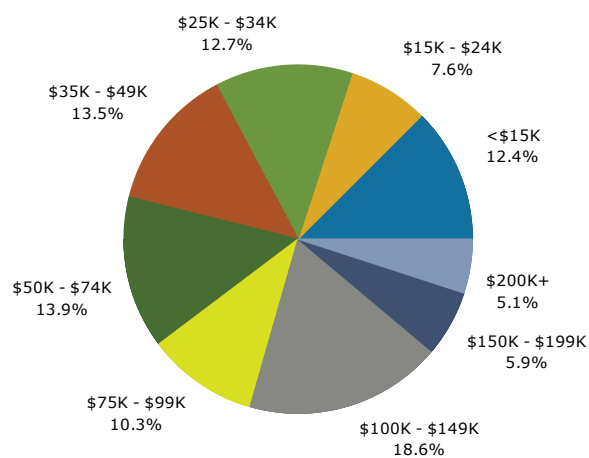
Trends 2017-2022



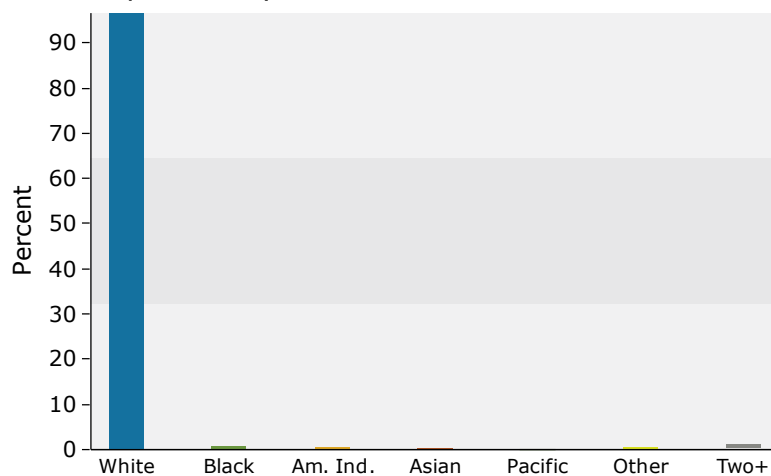
Population by Age



2017 Household Income



2017 Population by Race



2017 Percent Hispanic Origin: 2.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

Population Summary

2000 Total Population	1,313
2010 Total Population	1,682
2017 Total Population	1,860
2017 Group Quarters	0
2022 Total Population	2,010
2017-2022 Annual Rate	1.56%
2017 Total Daytime Population	1,351
Workers	255
Residents	1,096

Household Summary

2000 Households	477
2000 Average Household Size	2.75
2010 Households	633
2010 Average Household Size	2.66
2017 Households	709
2017 Average Household Size	2.62
2022 Households	772
2022 Average Household Size	2.60
2017-2022 Annual Rate	1.72%
2010 Families	454
2010 Average Family Size	3.12
2017 Families	501
2017 Average Family Size	3.09
2022 Families	540
2022 Average Family Size	3.09
2017-2022 Annual Rate	1.51%

Housing Unit Summary

2000 Housing Units	588
Owner Occupied Housing Units	72.3%
Renter Occupied Housing Units	8.8%
Vacant Housing Units	18.9%
2010 Housing Units	735
Owner Occupied Housing Units	73.7%
Renter Occupied Housing Units	12.4%
Vacant Housing Units	13.9%
2017 Housing Units	825
Owner Occupied Housing Units	71.0%
Renter Occupied Housing Units	14.9%
Vacant Housing Units	14.1%
2022 Housing Units	898
Owner Occupied Housing Units	70.8%
Renter Occupied Housing Units	15.0%
Vacant Housing Units	14.0%

Median Household Income

2017	\$55,208
2022	\$70,888

Median Home Value

2017	\$173,641
2022	\$216,369

Per Capita Income

2017	\$30,350
2022	\$36,067

Median Age

2010	38.9
2017	39.9
2022	41.5

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 the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Market Profile

French Settlement + 1/2 mile
Area: 10.09 Square miles

Prepared by Esri

2017 Households by Income

Household Income Base	709
<\$15,000	12.4%
\$15,000 - \$24,999	7.6%
\$25,000 - \$34,999	12.7%
\$35,000 - \$49,999	13.5%
\$50,000 - \$74,999	14.0%
\$75,000 - \$99,999	10.3%
\$100,000 - \$149,999	18.6%
\$150,000 - \$199,999	5.9%
\$200,000+	5.1%
Average Household Income	\$78,387

2022 Households by Income

Household Income Base	772
<\$15,000	11.7%
\$15,000 - \$24,999	6.9%
\$25,000 - \$34,999	10.9%
\$35,000 - \$49,999	10.2%
\$50,000 - \$74,999	11.8%
\$75,000 - \$99,999	11.3%
\$100,000 - \$149,999	23.6%
\$150,000 - \$199,999	7.3%
\$200,000+	6.3%
Average Household Income	\$92,413

2017 Owner Occupied Housing Units by Value

Total	586
<\$50,000	10.2%
\$50,000 - \$99,999	15.7%
\$100,000 - \$149,999	16.6%
\$150,000 - \$199,999	15.7%
\$200,000 - \$249,999	21.7%
\$250,000 - \$299,999	8.2%
\$300,000 - \$399,999	8.7%
\$400,000 - \$499,999	2.4%
\$500,000 - \$749,999	0.5%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.2%
Average Home Value	\$180,641

2022 Owner Occupied Housing Units by Value

Total	636
<\$50,000	5.8%
\$50,000 - \$99,999	9.4%
\$100,000 - \$149,999	11.6%
\$150,000 - \$199,999	14.6%
\$200,000 - \$249,999	26.4%
\$250,000 - \$299,999	11.0%
\$300,000 - \$399,999	14.2%
\$400,000 - \$499,999	5.3%
\$500,000 - \$749,999	1.4%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.5%
Average Home Value	\$225,980

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

June 28, 2017

2010 Population by Age

Total	1,680
0 - 4	6.8%
5 - 9	6.6%
10 - 14	7.0%
15 - 24	12.4%
25 - 34	12.6%
35 - 44	12.7%
45 - 54	17.1%
55 - 64	13.2%
65 - 74	7.7%
75 - 84	2.9%
85 +	1.2%
18 +	75.7%

2017 Population by Age

Total	1,860
0 - 4	6.1%
5 - 9	6.6%
10 - 14	6.5%
15 - 24	10.8%
25 - 34	13.5%
35 - 44	12.6%
45 - 54	13.7%
55 - 64	15.2%
65 - 74	10.2%
75 - 84	3.7%
85 +	1.1%
18 +	77.4%

2022 Population by Age

Total	2,010
0 - 4	5.9%
5 - 9	6.2%
10 - 14	6.9%
15 - 24	10.7%
25 - 34	11.2%
35 - 44	13.7%
45 - 54	12.2%
55 - 64	15.0%
65 - 74	11.7%
75 - 84	5.2%
85 +	1.1%
18 +	77.1%

2010 Population by Sex

Males	829
Females	853

2017 Population by Sex

Males	931
Females	929

2022 Population by Sex

Males	1,013
Females	997

2010 Population by Race/Ethnicity

Total	1,681
White Alone	97.4%
Black Alone	0.5%
American Indian Alone	0.5%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	0.9%
Hispanic Origin	1.6%
Diversity Index	8.2

2017 Population by Race/Ethnicity

Total	1,859
White Alone	96.6%
Black Alone	0.8%
American Indian Alone	0.6%
Asian Alone	0.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.5%
Two or More Races	1.2%
Hispanic Origin	2.2%
Diversity Index	10.8

2022 Population by Race/Ethnicity

Total	2,011
White Alone	95.7%
Black Alone	1.0%
American Indian Alone	0.7%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.6%
Two or More Races	1.4%
Hispanic Origin	2.6%
Diversity Index	12.9

2010 Population by Relationship and Household Type

Total	1,682
In Households	100.0%
In Family Households	86.7%
Householder	27.4%
Spouse	21.6%
Child	31.7%
Other relative	3.3%
Nonrelative	2.6%
In Nonfamily Households	13.3%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.0%

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. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

2017 Population 25+ by Educational Attainment

Total	1,303
Less than 9th Grade	2.2%
9th - 12th Grade, No Diploma	20.0%
High School Graduate	35.1%
GED/Alternative Credential	5.8%
Some College, No Degree	23.2%
Associate Degree	3.7%
Bachelor's Degree	8.3%
Graduate/Professional Degree	1.7%

2017 Population 15+ by Marital Status

Total	1,504
Never Married	23.8%
Married	49.3%
Widowed	8.6%
Divorced	18.4%

2017 Civilian Population 16+ in Labor Force

Civilian Employed	95.0%
Civilian Unemployed (Unemployment Rate)	5.1%

2017 Employed Population 16+ by Industry

Total	774
Agriculture/Mining	4.1%
Construction	16.9%
Manufacturing	20.3%
Wholesale Trade	1.8%
Retail Trade	6.8%
Transportation/Utilities	2.7%
Information	0.5%
Finance/Insurance/Real Estate	4.4%
Services	37.0%
Public Administration	5.4%

2017 Employed Population 16+ by Occupation

Total	774
White Collar	40.2%
Management/Business/Financial	6.5%
Professional	10.7%
Sales	5.7%
Administrative Support	17.3%
Services	18.0%
Blue Collar	41.9%
Farming/Forestry/Fishing	4.1%
Construction/Extraction	9.8%
Installation/Maintenance/Repair	7.0%
Production	15.8%
Transportation/Material Moving	5.2%

2010 Population By Urban/ Rural Status

Total Population	1,682
Population Inside Urbanized Area	3.3%
Population Inside Urbanized Cluster	0.0%
Rural Population	96.7%

2010 Households by Type

Total	633
Households with 1 Person	22.6%
Households with 2+ People	77.4%
Family Households	71.7%
Husband-wife Families	56.7%
With Related Children	25.3%
Other Family (No Spouse Present)	15.0%
Other Family with Male Householder	5.1%
With Related Children	3.3%
Other Family with Female Householder	10.0%
With Related Children	6.2%
Nonfamily Households	5.7%
All Households with Children	35.1%

Multigenerational Households	5.4%
Unmarried Partner Households	7.6%
Male-female	7.0%
Same-sex	0.6%

2010 Households by Size

Total	633
1 Person Household	22.6%
2 Person Household	34.4%
3 Person Household	17.5%
4 Person Household	15.2%
5 Person Household	6.3%
6 Person Household	2.5%
7 + Person Household	1.4%

2010 Households by Tenure and Mortgage Status

Total	633
Owner Occupied	85.6%
Owned with a Mortgage/Loan	49.6%
Owned Free and Clear	36.0%
Renter Occupied	14.4%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	735
Housing Units Inside Urbanized Area	4.1%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	95.9%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Top 3 Tapestry Segments

1.	Southern Satellites (10A)
2.	Middleburg (4C)
3.	Top Tier (1A)

2017 Consumer Spending

Apparel & Services: Total \$	\$1,495,173
Average Spent	\$2,108.85
Spending Potential Index	98
Education: Total \$	\$785,187
Average Spent	\$1,107.46
Spending Potential Index	76
Entertainment/Recreation: Total \$	\$2,226,551
Average Spent	\$3,140.41
Spending Potential Index	101
Food at Home: Total \$	\$3,660,220
Average Spent	\$5,162.51
Spending Potential Index	103
Food Away from Home: Total \$	\$2,378,979
Average Spent	\$3,355.40
Spending Potential Index	101
Health Care: Total \$	\$4,299,723
Average Spent	\$6,064.49
Spending Potential Index	108
HH Furnishings & Equipment: Total \$	\$1,379,912
Average Spent	\$1,946.28
Spending Potential Index	100
Personal Care Products & Services: Total \$	\$543,288
Average Spent	\$766.27
Spending Potential Index	96
Shelter: Total \$	\$10,321,896
Average Spent	\$14,558.39
Spending Potential Index	90
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,739,786
Average Spent	\$2,453.86
Spending Potential Index	105
Travel: Total \$	\$1,292,063
Average Spent	\$1,822.37
Spending Potential Index	88
Vehicle Maintenance & Repairs: Total \$	\$786,434
Average Spent	\$1,109.22
Spending Potential Index	103

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.