



Executive Summary

9 Deer Creek Lane, Fayetteville, Lincoln
 Driving Distance : 5, 10, 15 Miles radii

NEW Horizon Industrial Park 129 Acres
 Latitude: 35.0098
 Longitude: -86.5738

	5 Miles	10 Miles	15 Miles
Population			
2010 Population	4,247	22,720	53,986
2020 Population	4,982	25,175	60,824
2023 Population	5,147	26,132	62,906
2028 Population	5,297	26,814	64,277
2010-2020 Annual Rate	1.61%	1.03%	1.20%
2020-2023 Annual Rate	1.01%	1.15%	1.04%
2023-2028 Annual Rate	0.58%	0.52%	0.43%
2023 Male Population	49.4%	48.8%	49.2%
2023 Female Population	50.6%	51.2%	50.8%
2023 Median Age	41.0	40.4	41.3

In the identified area, the current year population is 62,906. In 2020, the Census count in the area was 60,824. The rate of change since 2020 was 1.04% annually. The five-year projection for the population in the area is 64,277 representing a change of 0.43% annually from 2023 to 2028. Currently, the population is 49.2% male and 50.8% female.

Median Age

The median age in this area is 41.3, compared to U.S. median age of 39.1.

Race and Ethnicity

2023 White Alone	85.9%	82.1%	76.4%
2023 Black Alone	4.4%	6.9%	12.2%
2023 American Indian/Alaska Native Alone	0.6%	0.9%	0.9%
2023 Asian Alone	0.9%	0.7%	0.8%
2023 Pacific Islander Alone	0.1%	0.1%	0.1%
2023 Other Race	1.8%	1.8%	1.9%
2023 Two or More Races	6.5%	7.5%	7.7%
2023 Hispanic Origin (Any Race)	4.8%	4.5%	4.7%

Persons of Hispanic origin represent 4.7% of the population in the identified area compared to 19.4% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 44.9 in the identified area, compared to 72.1 for the U.S. as a whole.

Households

2023 Wealth Index	72	71	82
2010 Households	1,687	8,643	20,819
2020 Households	2,022	9,836	23,935
2023 Households	2,101	10,254	24,917
2028 Households	2,174	10,597	25,651
2010-2020 Annual Rate	1.83%	1.30%	1.40%
2020-2023 Annual Rate	1.19%	1.29%	1.24%
2023-2028 Annual Rate	0.69%	0.66%	0.58%
2023 Average Household Size	2.45	2.54	2.51

The household count in this area has changed from 23,935 in 2020 to 24,917 in the current year, a change of 1.24% annually. The five-year projection of households is 25,651, a change of 0.58% annually from the current year total. Average household size is currently 2.51, compared to 2.53 in the year 2020. The number of families in the current year is 17,607 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

Source: U.S. Census Bureau. Esri forecasts for 2023 and 2028. Esri converted Census 2010 data into 2020 geography.



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Mortgage Income			
2023 Percent of Income for Mortgage	16.4%	17.8%	18.8%
Median Household Income			
2023 Median Household Income	\$64,793	\$67,101	\$70,861
2028 Median Household Income	\$75,496	\$78,225	\$81,999
2023-2028 Annual Rate	3.10%	3.12%	2.96%
Average Household Income			
2023 Average Household Income	\$86,166	\$86,666	\$92,577
2028 Average Household Income	\$98,843	\$100,098	\$107,285
2023-2028 Annual Rate	2.78%	2.92%	2.99%
Per Capita Income			
2023 Per Capita Income	\$33,829	\$34,237	\$36,659
2028 Per Capita Income	\$38,978	\$39,828	\$42,803
2023-2028 Annual Rate	2.87%	3.07%	3.15%
GINI Index			
2023 Gini Index	37.6	38.5	39.0

Households by Income

Current median household income is \$70,861 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$81,999 in five years, compared to \$82,410 for all U.S. households

Current average household income is \$92,577 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$107,285 in five years, compared to \$122,048 for all U.S. households

Current per capita income is \$36,659 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$42,803 in five years, compared to \$47,525 for all U.S. households

Housing			
2023 Housing Affordability Index	158	147	139
2010 Total Housing Units	1,868	9,480	22,772
2010 Owner Occupied Housing Units	1,334	6,642	16,358
2010 Renter Occupied Housing Units	353	2,001	4,462
2010 Vacant Housing Units	181	837	1,953
2020 Total Housing Units	2,163	10,568	25,709
2020 Vacant Housing Units	141	732	1,774
2023 Total Housing Units	2,240	10,986	26,671
2023 Owner Occupied Housing Units	1,747	7,983	19,393
2023 Renter Occupied Housing Units	354	2,271	5,524
2023 Vacant Housing Units	139	732	1,754
2028 Total Housing Units	2,304	11,271	27,261
2028 Owner Occupied Housing Units	1,829	8,354	20,212
2028 Renter Occupied Housing Units	345	2,243	5,440
2028 Vacant Housing Units	130	674	1,610
Socioeconomic Status Index			
2023 Socioeconomic Status Index	48.2	47.1	49.6

Currently, 72.7% of the 26,671 housing units in the area are owner occupied; 20.7%, renter occupied; and 6.6% are vacant. Currently, in the U.S., 58.5% of the housing units in the area are owner occupied; 31.7% are renter occupied; and 9.8% are vacant. In 2020, there were 25,709 housing units in the area and 6.9% vacant housing units. The annual rate of change in housing units since 2020 is 1.14%. Median home value in the area is \$221,996, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 1.64% annually to \$240,825.

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Source: U.S. Census Bureau. Esri forecasts for 2023 and 2028. Esri converted Census 2010 data into 2020 geography.