



# Demographic and Income Profile

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

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

Summary	Census 2010	Census 2020	2023	2028
Population	4,247	4,982	5,147	5,297
Households	1,687	2,022	2,101	2,174
Families	1,242	-	1,494	1,542
Average Household Size	2.51	2.46	2.45	2.43
Owner Occupied Housing Units	1,334	-	1,747	1,829
Renter Occupied Housing Units	353	-	354	345
Median Age	38.1	-	41.0	42.5

Trends: 2023-2028 Annual Rate	Area	State	National
Population	0.58%	0.55%	0.30%
Households	0.69%	0.71%	0.49%
Families	0.63%	0.62%	0.44%
Owner HHs	0.92%	0.87%	0.66%
Median Household Income	3.10%	3.14%	2.57%

Households by Income	2023		2028	
	Number	Percent	Number	Percent
<\$15,000	151	7.2%	133	6.1%
\$15,000 - \$24,999	86	4.1%	70	3.2%
\$25,000 - \$34,999	255	12.1%	217	10.0%
\$35,000 - \$49,999	250	11.9%	243	11.2%
\$50,000 - \$74,999	452	21.5%	411	18.9%
\$75,000 - \$99,999	389	18.5%	432	19.9%
\$100,000 - \$149,999	284	13.5%	344	15.8%
\$150,000 - \$199,999	142	6.8%	207	9.5%
\$200,000+	94	4.5%	116	5.3%

Median Household Income	\$64,793	\$75,496
Average Household Income	\$86,166	\$98,843
Per Capita Income	\$33,829	\$38,978

Population by Age	Census 2010		2023		2028	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	329	7.7%	315	6.1%	315	5.9%
5 - 9	295	6.9%	345	6.7%	343	6.5%
10 - 14	301	7.1%	358	7.0%	378	7.1%
15 - 19	252	5.9%	285	5.5%	341	6.4%
20 - 24	233	5.5%	240	4.7%	230	4.3%
25 - 34	550	13.0%	612	11.9%	516	9.7%
35 - 44	547	12.9%	701	13.6%	708	13.4%
45 - 54	650	15.3%	623	12.1%	662	12.5%
55 - 64	527	12.4%	717	13.9%	703	13.3%
65 - 74	339	8.0%	602	11.7%	650	12.3%
75 - 84	176	4.1%	276	5.4%	359	6.8%
85+	48	1.1%	74	1.4%	93	1.8%

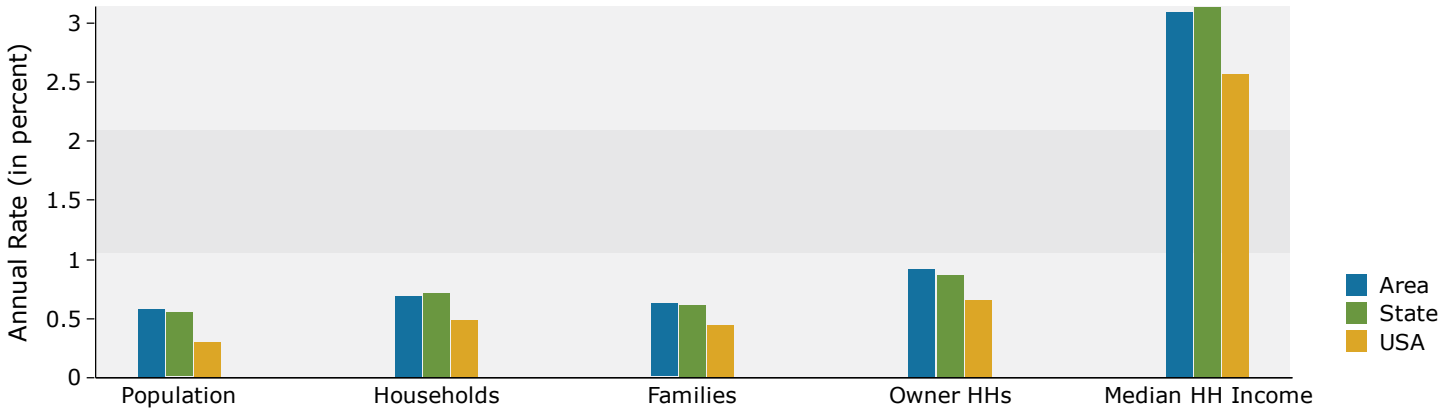
Race and Ethnicity	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	3,936	92.7%	4,311	86.5%	4,419	85.9%	4,488	84.7%
Black Alone	113	2.7%	217	4.4%	225	4.4%	234	4.4%
American Indian Alone	25	0.6%	28	0.6%	30	0.6%	32	0.6%
Asian Alone	25	0.6%	43	0.9%	47	0.9%	55	1.0%
Pacific Islander Alone	1	0.0%	3	0.1%	3	0.1%	4	0.1%
Some Other Race Alone	56	1.3%	82	1.6%	91	1.8%	105	2.0%
Two or More Races	90	2.1%	298	6.0%	332	6.5%	379	7.2%

Hispanic Origin (Any Race)	130	3.1%	214	4.3%	247	4.8%	294	5.6%
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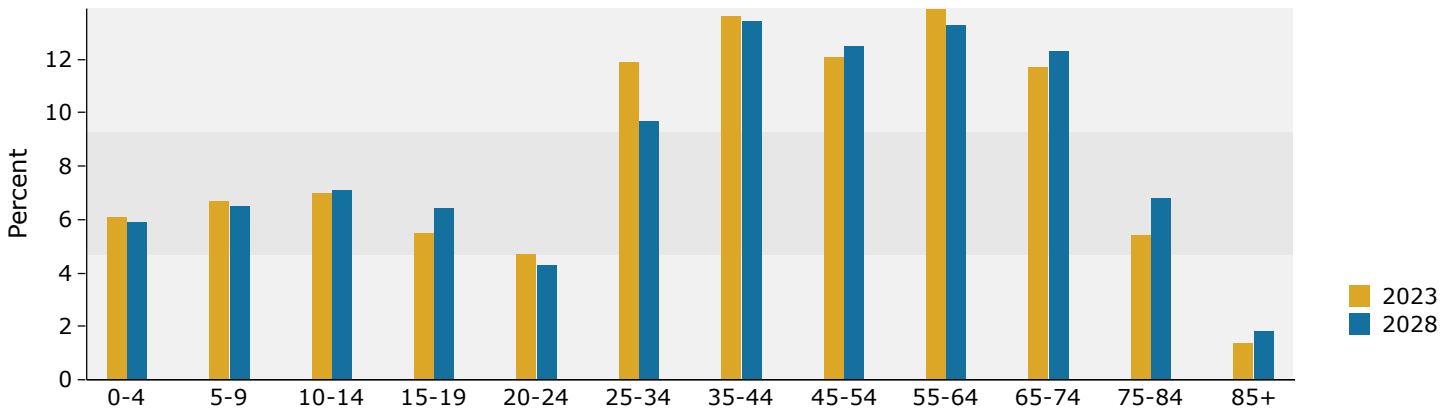
**Data Note:** Income is expressed in current dollars.

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

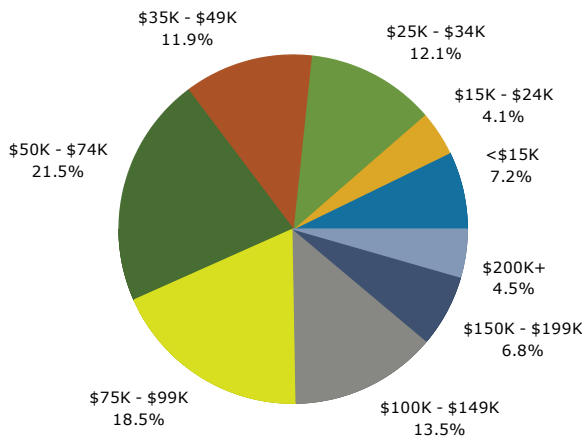
## Trends 2023-2028



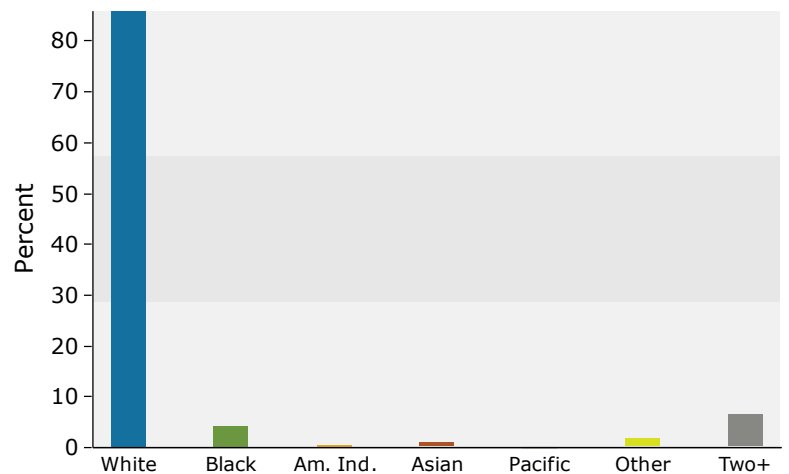
## Population by Age



## 2023 Household Income



## 2023 Population by Race



2023 Percent Hispanic Origin: 4.8%

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



# Demographic and Income Profile

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

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

Summary	Census 2010	Census 2020	2023	2028
Population	22,720	25,175	26,132	26,814
Households	8,643	9,836	10,254	10,597
Families	6,385	-	7,309	7,537
Average Household Size	2.61	2.55	2.54	2.52
Owner Occupied Housing Units	6,642	-	7,983	8,354
Renter Occupied Housing Units	2,001	-	2,271	2,243
Median Age	38.3	-	40.4	41.5

Trends: 2023-2028 Annual Rate	Area	State	National
Population	0.52%	0.55%	0.30%
Households	0.66%	0.71%	0.49%
Families	0.62%	0.62%	0.44%
Owner HHs	0.91%	0.87%	0.66%
Median Household Income	3.12%	3.14%	2.57%

Households by Income	2023		2028	
	Number	Percent	Number	Percent
<\$15,000	862	8.4%	741	7.0%
\$15,000 - \$24,999	608	5.9%	472	4.5%
\$25,000 - \$34,999	902	8.8%	781	7.4%
\$35,000 - \$49,999	1,454	14.2%	1,377	13.0%
\$50,000 - \$74,999	1,722	16.8%	1,608	15.2%
\$75,000 - \$99,999	1,776	17.3%	1,855	17.5%
\$100,000 - \$149,999	1,718	16.8%	2,086	19.7%
\$150,000 - \$199,999	794	7.7%	1,156	10.9%
\$200,000+	419	4.1%	522	4.9%
Median Household Income	\$67,101		\$78,225	
Average Household Income	\$86,666		\$100,098	
Per Capita Income	\$34,237		\$39,828	

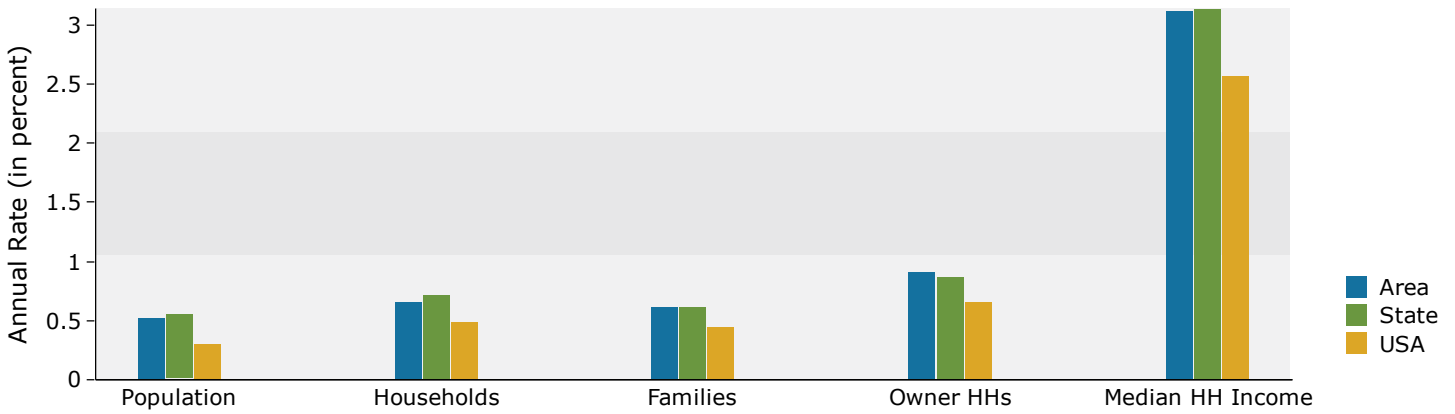
Population by Age	Census 2010		2023		2028	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,584	7.0%	1,548	5.9%	1,579	5.9%
5 - 9	1,550	6.8%	1,679	6.4%	1,661	6.2%
10 - 14	1,720	7.6%	1,762	6.7%	1,850	6.9%
15 - 19	1,545	6.8%	1,446	5.5%	1,604	6.0%
20 - 24	1,247	5.5%	1,353	5.2%	1,234	4.6%
25 - 34	2,752	12.1%	3,387	13.0%	3,101	11.6%
35 - 44	3,085	13.6%	3,451	13.2%	3,616	13.5%
45 - 54	3,545	15.6%	3,239	12.4%	3,258	12.1%
55 - 64	2,741	12.1%	3,688	14.1%	3,523	13.1%
65 - 74	1,717	7.6%	2,877	11.0%	3,205	12.0%
75 - 84	957	4.2%	1,343	5.1%	1,733	6.5%
85+	277	1.2%	358	1.4%	451	1.7%

Race and Ethnicity	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	20,335	89.5%	20,877	82.9%	21,457	82.1%	21,698	80.9%
Black Alone	1,361	6.0%	1,719	6.8%	1,799	6.9%	1,864	7.0%
American Indian Alone	224	1.0%	213	0.8%	232	0.9%	246	0.9%
Asian Alone	101	0.4%	177	0.7%	193	0.7%	219	0.8%
Pacific Islander Alone	24	0.1%	14	0.1%	14	0.1%	16	0.1%
Some Other Race Alone	220	1.0%	422	1.7%	481	1.8%	559	2.1%
Two or More Races	455	2.0%	1,752	7.0%	1,955	7.5%	2,212	8.2%
Hispanic Origin (Any Race)	583	2.6%	1,008	4.0%	1,178	4.5%	1,388	5.2%

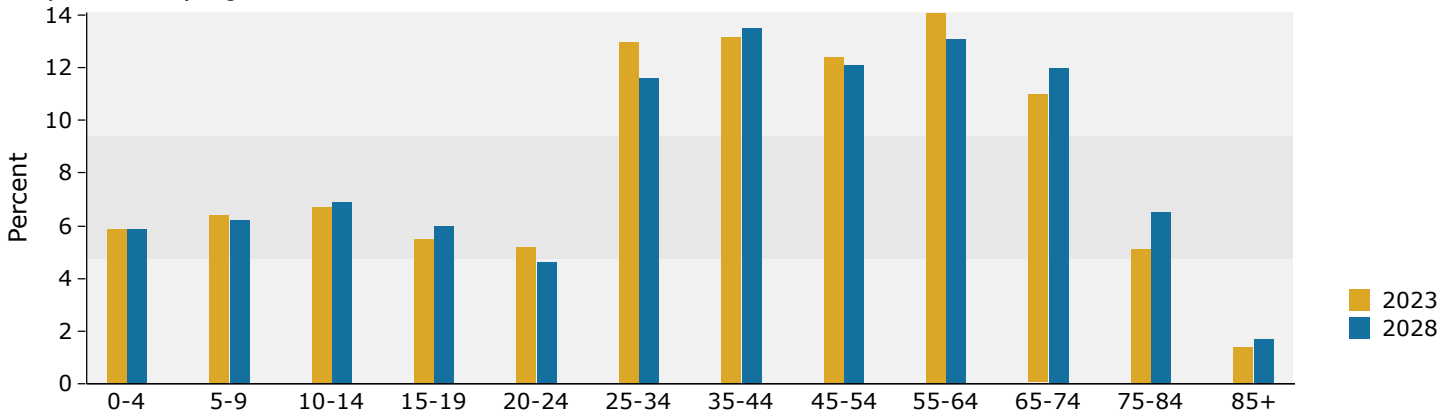
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Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

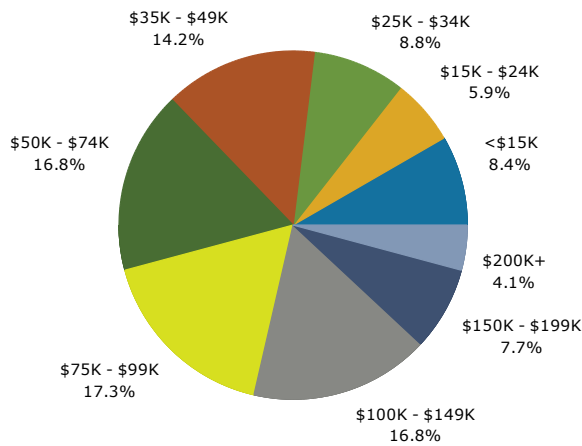
## Trends 2023-2028



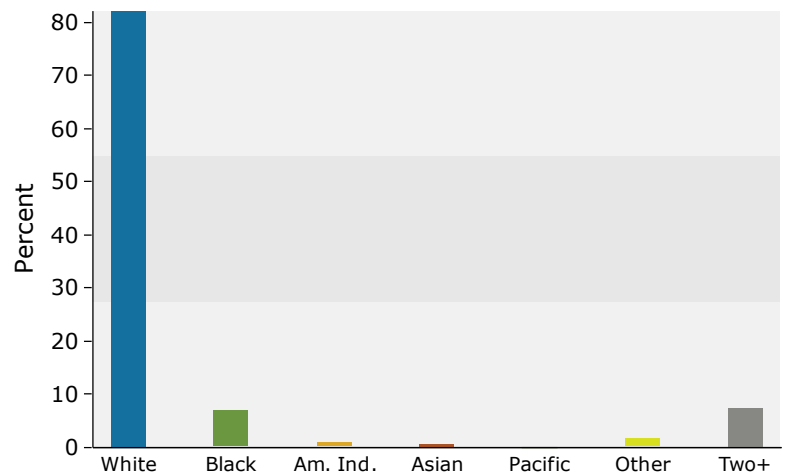
## Population by Age



## 2023 Household Income



## 2023 Population by Race



2023 Percent Hispanic Origin: 4.5%



# Demographic and Income Profile

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

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

Summary	Census 2010	Census 2020	2023	2028
Population	53,986	60,824	62,906	64,277
Households	20,819	23,935	24,917	25,651
Families	15,206	-	17,607	18,095
Average Household Size	2.58	2.53	2.51	2.49
Owner Occupied Housing Units	16,358	-	19,393	20,212
Renter Occupied Housing Units	4,462	-	5,524	5,440
Median Age	39.1	-	41.3	42.3

Trends: 2023-2028 Annual Rate	Area	State	National
Population	0.43%	0.55%	0.30%
Households	0.58%	0.71%	0.49%
Families	0.55%	0.62%	0.44%
Owner HHs	0.83%	0.87%	0.66%
Median Household Income	2.96%	3.14%	2.57%

Households by Income	2023		2028	
	Number	Percent	Number	Percent
<\$15,000	2,130	8.5%	1,812	7.1%
\$15,000 - \$24,999	1,404	5.6%	1,091	4.3%
\$25,000 - \$34,999	1,758	7.1%	1,513	5.9%
\$35,000 - \$49,999	3,688	14.8%	3,347	13.0%
\$50,000 - \$74,999	3,968	15.9%	3,601	14.0%
\$75,000 - \$99,999	4,040	16.2%	4,201	16.4%
\$100,000 - \$149,999	4,535	18.2%	5,489	21.4%
\$150,000 - \$199,999	1,968	7.9%	2,845	11.1%
\$200,000+	1,426	5.7%	1,754	6.8%
Median Household Income	\$70,861		\$81,999	
Average Household Income	\$92,577		\$107,285	
Per Capita Income	\$36,659		\$42,803	

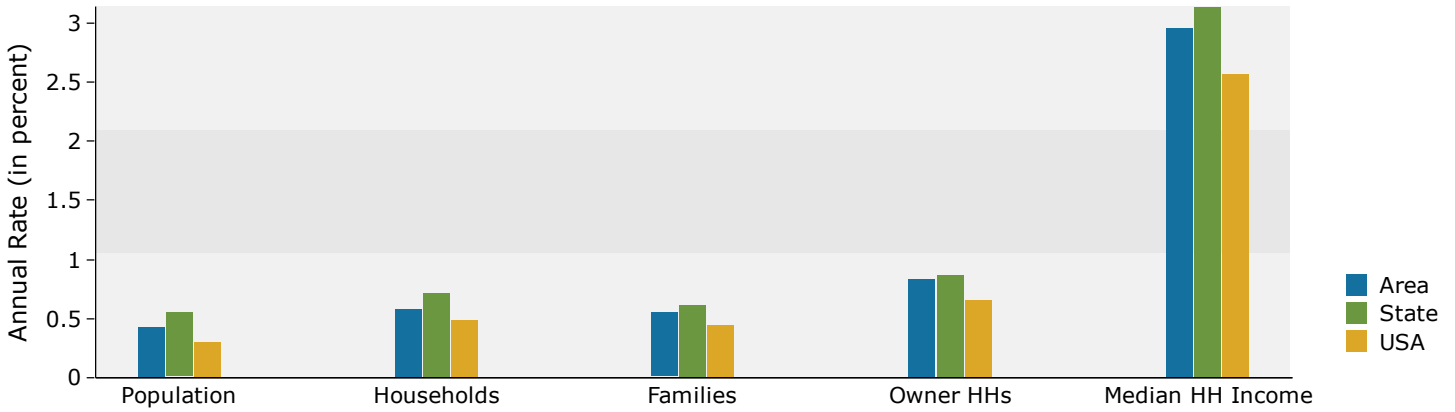
Population by Age	Census 2010		2023		2028	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,605	6.7%	3,542	5.6%	3,589	5.6%
5 - 9	3,545	6.6%	3,891	6.2%	3,834	6.0%
10 - 14	3,965	7.3%	4,132	6.6%	4,318	6.7%
15 - 19	3,716	6.9%	3,454	5.5%	3,807	5.9%
20 - 24	2,920	5.4%	3,202	5.1%	2,874	4.5%
25 - 34	6,434	11.9%	7,975	12.7%	7,359	11.4%
35 - 44	7,302	13.5%	8,286	13.2%	8,671	13.5%
45 - 54	8,683	16.1%	7,884	12.5%	7,915	12.3%
55 - 64	6,581	12.2%	9,089	14.4%	8,515	13.2%
65 - 74	4,175	7.7%	7,102	11.3%	7,840	12.2%
75 - 84	2,342	4.3%	3,394	5.4%	4,373	6.8%
85+	718	1.3%	954	1.5%	1,181	1.8%

Race and Ethnicity	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	45,808	84.9%	47,036	77.3%	48,058	76.4%	48,331	75.2%
Black Alone	5,582	10.3%	7,316	12.0%	7,687	12.2%	7,915	12.3%
American Indian Alone	505	0.9%	532	0.9%	573	0.9%	603	0.9%
Asian Alone	306	0.6%	458	0.8%	495	0.8%	546	0.8%
Pacific Islander Alone	49	0.1%	39	0.1%	40	0.1%	40	0.1%
Some Other Race Alone	588	1.1%	1,081	1.8%	1,226	1.9%	1,419	2.2%
Two or More Races	1,146	2.1%	4,362	7.2%	4,828	7.7%	5,423	8.4%
Hispanic Origin (Any Race)	1,481	2.7%	2,534	4.2%	2,944	4.7%	3,443	5.4%

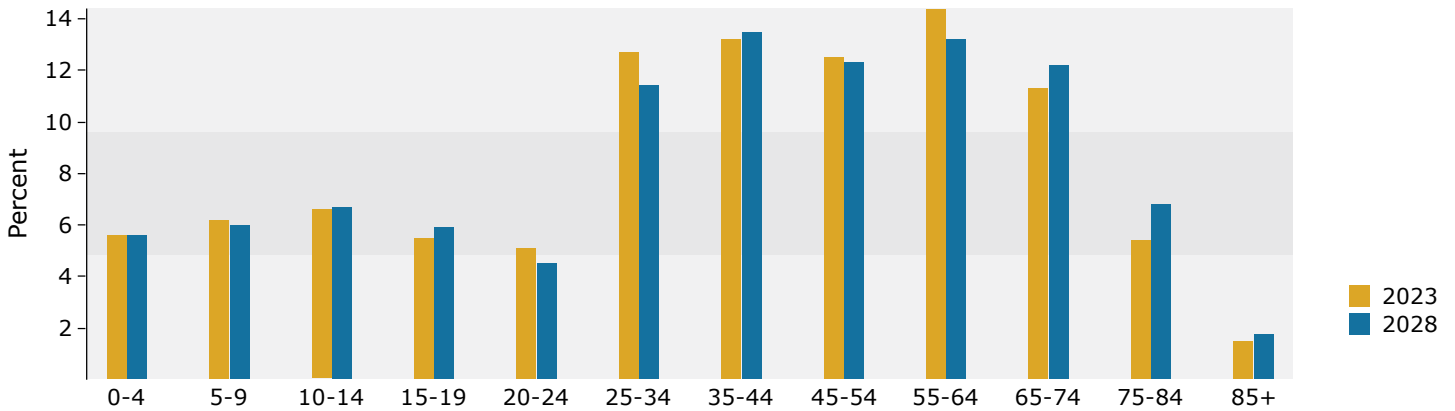
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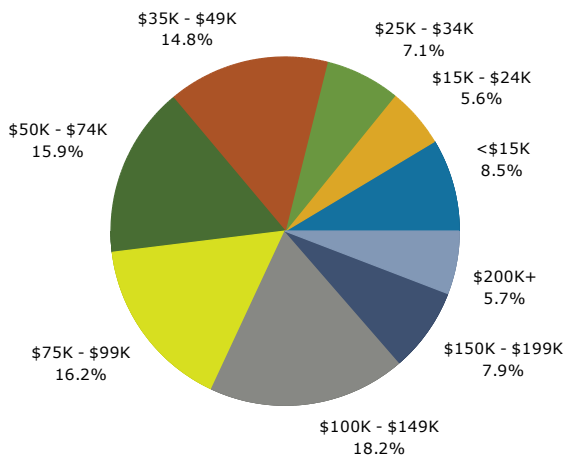
## Trends 2023-2028



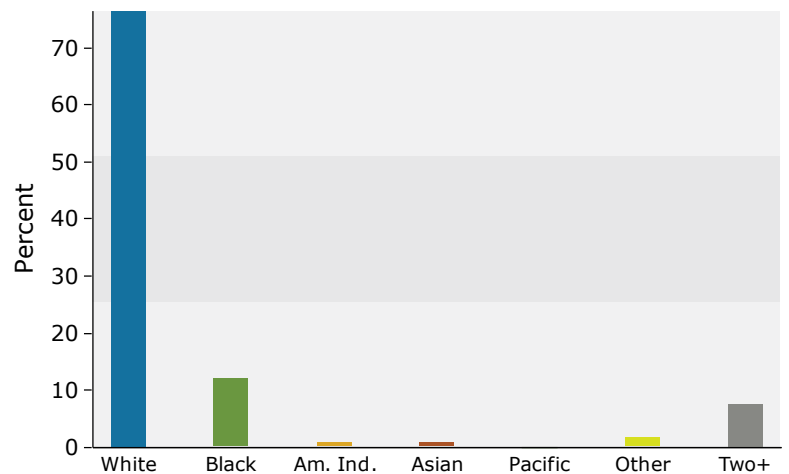
## Population by Age



## 2023 Household Income



## 2023 Population by Race



2023 Percent Hispanic Origin: 4.7%