



# Executive Summary

Krispy Kreme - Savannah  
2749 Skidaway Rd, Savannah, Georgia, 31404  
Ring bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri  
Latitude: 32.04013  
Longitude: -81.06533

	0 - 1 mile	1 - 3 mile	3 - 5 mile
<b>Population</b>			
2010 Population	11,724	62,570	47,296
2020 Population	11,849	62,495	48,087
2023 Population	11,613	62,517	48,647
2028 Population	11,465	63,389	49,743
2010-2020 Annual Rate	0.11%	-0.01%	0.17%
2020-2023 Annual Rate	-0.62%	0.01%	0.36%
2023-2028 Annual Rate	-0.26%	0.28%	0.45%
2023 Male Population	47.1%	47.2%	47.4%
2023 Female Population	52.9%	52.8%	52.6%
2023 Median Age	35.5	37.3	32.6

In the identified area, the current year population is 48,647. In 2020, the Census count in the area was 48,087. The rate of change since 2020 was 0.36% annually. The five-year projection for the population in the area is 49,743 representing a change of 0.45% annually from 2023 to 2028. Currently, the population is 47.4% male and 52.6% female.

### Median Age

The median age in this area is 32.6, compared to U.S. median age of 39.1.

### Race and Ethnicity

2023 White Alone	32.4%	45.4%	39.9%
2023 Black Alone	55.2%	43.7%	47.6%
2023 American Indian/Alaska Native Alone	0.2%	0.3%	0.3%
2023 Asian Alone	2.8%	3.3%	3.9%
2023 Pacific Islander Alone	0.2%	0.1%	0.2%
2023 Other Race	4.3%	2.1%	3.0%
2023 Two or More Races	5.0%	5.1%	5.2%
2023 Hispanic Origin (Any Race)	7.1%	5.2%	6.3%

Persons of Hispanic origin represent 6.3% 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 65.5 in the identified area, compared to 72.1 for the U.S. as a whole.

### Households

2023 Wealth Index	46	72	69
2010 Households	4,675	25,095	17,352
2020 Households	4,779	26,604	18,313
2023 Households	4,712	26,942	18,683
2028 Households	4,703	27,650	19,276
2010-2020 Annual Rate	0.22%	0.59%	0.54%
2020-2023 Annual Rate	-0.43%	0.39%	0.62%
2023-2028 Annual Rate	-0.04%	0.52%	0.63%
2023 Average Household Size	2.33	2.18	2.38

The household count in this area has changed from 18,313 in 2020 to 18,683 in the current year, a change of 0.62% annually. The five-year projection of households is 19,276, a change of 0.63% annually from the current year total. Average household size is currently 2.38, compared to 2.40 in the year 2020. The number of families in the current year is 11,491 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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<b>Mortgage Income</b>			
2023 Percent of Income for Mortgage	20.5%	34.9%	27.5%
<b>Median Household Income</b>			
2023 Median Household Income	\$51,036	\$56,306	\$52,903
2028 Median Household Income	\$57,317	\$63,824	\$58,845
2023-2028 Annual Rate	2.35%	2.54%	2.15%
<b>Average Household Income</b>			
2023 Average Household Income	\$69,269	\$90,434	\$80,171
2028 Average Household Income	\$81,529	\$103,960	\$93,061
2023-2028 Annual Rate	3.31%	2.83%	3.03%
<b>Per Capita Income</b>			
2023 Per Capita Income	\$28,062	\$39,151	\$31,254
2028 Per Capita Income	\$33,314	\$45,524	\$36,537
2023-2028 Annual Rate	3.49%	3.06%	3.17%
<b>GINI Index</b>			
2023 Gini Index	40.9	46.2	45.6

### Households by Income

Current median household income is \$52,903 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$58,845 in five years, compared to \$82,410 for all U.S. households

Current average household income is \$80,171 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$93,061 in five years, compared to \$122,048 for all U.S. households

Current per capita income is \$31,254 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$36,537 in five years, compared to \$47,525 for all U.S. households

<b>Housing</b>			
2023 Housing Affordability Index	119	70	88
2010 Total Housing Units	5,326	30,017	19,908
2010 Owner Occupied Housing Units	2,440	11,875	9,459
2010 Renter Occupied Housing Units	2,235	13,219	7,895
2010 Vacant Housing Units	651	4,922	2,556
2020 Total Housing Units	5,317	31,491	21,047
2020 Vacant Housing Units	538	4,887	2,734
2023 Total Housing Units	5,256	31,927	21,521
2023 Owner Occupied Housing Units	2,410	12,885	9,491
2023 Renter Occupied Housing Units	2,302	14,057	9,192
2023 Vacant Housing Units	544	4,985	2,838
2028 Total Housing Units	5,258	32,638	22,170
2028 Owner Occupied Housing Units	2,470	13,271	9,813
2028 Renter Occupied Housing Units	2,233	14,379	9,464
2028 Vacant Housing Units	555	4,988	2,894
<b>Socioeconomic Status Index</b>			
2023 Socioeconomic Status Index	43.5	46.8	44.7

Currently, 44.1% of the 21,521 housing units in the area are owner occupied; 42.7%, renter occupied; and 13.2% 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 21,047 housing units in the area and 13.0% vacant housing units. The annual rate of change in housing units since 2020 is 0.69%. Median home value in the area is \$242,034, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 2.40% annually to \$272,548.

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