Krispy Kreme - Savannah
2749 Skidaway Rd, Savannah, Georgia, 31404
Drive time: 5, 10, 15 minute radii

	5 minutes	10 minutes	15 minutes
Population			
2010 Population	26,555	84,905	146,801
2020 Population	26,754	85,238	148,863
2023 Population	26,545	85,046	149,199
2028 Population	26,394	85,662	150,899
2010-2020 Annual Rate	0.07%	0.04%	0.14%
2020-2023 Annual Rate	-0.24%	-0.07%	0.07%
2023-2028 Annual Rate	-0.11%	0.14%	0.23%
2023 Male Population	46.6%	47.3%	47.5%
2023 Female Population	53.4%	52.7%	52.5%
2023 Median Age	35.8	37.1	36.0

In the identified area, the current year population is 149,199. In 2020, the Census count in the area was 148,863. The rate of change since 2020 was 0.07% annually. The five-year projection for the population in the area is 150,899 representing a change of 0.23% annually from 2023 to 2028. Currently, the population is 47.5% male and 52.5% female.

Median Age			

The median age in this area is 36.0, compared to U.S. median age of 39.1.

Race and Ethnicity			
2023 White Alone	34.3%	44.5%	44.9%
2023 Black Alone	54.4%	43.9%	42.6%
2023 American Indian/Alaska Native Alone	0.2%	0.3%	0.3%
2023 Asian Alone	2.7%	3.3%	3.5%
2023 Pacific Islander Alone	0.2%	0.1%	0.2%
2023 Other Race	3.2%	2.5%	2.9%
2023 Two or More Races	5.0%	5.3%	5.6%
2023 Hispanic Origin (Any Race)	6.2%	5.4%	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 65.7 in the identified area, compared to 72.1 for the U.S. as a whole.

Households			
2023 Wealth Index	48	68	68
2010 Households	9,889	34,243	57,463
2020 Households	10,424	36,292	60,912
2023 Households	10,378	36,502	61,487
2028 Households	10,418	37,210	62,838
2010-2020 Annual Rate	0.53%	0.58%	0.58%
2020-2023 Annual Rate	-0.14%	0.18%	0.29%
2023-2028 Annual Rate	0.08%	0.38%	0.44%
2023 Average Household Size	2.36	2.20	2.28

The household count in this area has changed from 60,912 in 2020 to 61,487 in the current year, a change of 0.29% annually. The five-year projection of households is 62,838, a change of 0.44% annually from the current year total. Average household size is currently 2.28, compared to 2.30 in the year 2020. The number of families in the current year is 34,314 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.

October 19, 2023

Krispy Kreme - Savannah
2749 Skidaway Rd, Savannah, Georgia, 31404
Drive time: 5, 10, 15 minute radii

Prepared by Esri
Latitude: 32.04013
Longitude: -81.06533

	5 minutes	10 minutes	15 minutes
Mortgage Income			
2023 Percent of Income for Mortgage	22.6%	32.0%	30.1%
Median Household Income			
2023 Median Household Income	$51,211	$55,955	$56,325
2028 Median Household Income	$57,116	$63,433	$63,453
2023-2028 Annual Rate	2.21%	2.54%	2.41%
Average Household Income			
2023 Average Household Income	$70,380	$86,573	$84,449
2028 Average Household Income	$81,763	$100,242	$97,579
2023-2028 Annual Rate	3.04%	2.98%	2.93%
Per Capita Income			
2023 Per Capita Income	$27,754	$37,170	$35,105
2028 Per Capita Income	$32,509	$43,524	$40,944
2023-2028 Annual Rate	3.21%	3.21%	3.13%
GINI Index			
2023 Gini Index	42.4	45.2	44.1

Households by Income

Current median household income is $56,325 in the area, compared to $72,603 for all U.S. households. Median household income is projected to be $63,453 in five years, compared to $82,410 for all U.S. households

Current average household income is $84,449 in this area, compared to $107,008 for all U.S. households. Average household income is projected to be $97,579 in five years, compared to $122,048 for all U.S. households

Current per capita income is $35,105 in the area, compared to the U.S. per capita income of $41,310. The per capita income is projected to be $40,944 in five years, compared to $47,525 for all U.S. households

	5 minutes	10 minutes	15 minutes
Housing			
2023 Housing Affordability Index	109	76	81
2010 Total Housing Units	11,418	40,284	66,594
2010 Owner Occupied Housing Units	5,279	16,922	29,789
2010 Renter Occupied Housing Units	4,610	17,323	27,674
2010 Vacant Housing Units	1,529	6,041	9,131
2020 Total Housing Units	11,668	42,243	69,870
2020 Vacant Housing Units	1,244	5,951	8,958
2023 Total Housing Units	11,572	42,593	70,699
2023 Owner Occupied Housing Units	5,306	18,100	31,438
2023 Renter Occupied Housing Units	5,072	18,402	30,049
2023 Vacant Housing Units	1,194	6,091	9,212
2028 Total Housing Units	11,625	43,336	72,159
2028 Owner Occupied Housing Units	5,459	18,614	32,367
2028 Renter Occupied Housing Units	4,959	18,596	30,471
2028 Vacant Housing Units	1,207	6,126	9,321
Socioeconomic Status Index			
2023 Socioeconomic Status Index	43.6	46.6	47.1

Currently, 44.5% of the 70,699 housing units in the area are owner occupied; 42.5%, renter occupied; and 13.0% 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 69,870 housing units in the area and 12.8% vacant housing units. The annual rate of change in housing units since 2020 is 0.36%. Median home value in the area is $282,281, compared to a median home value of $308,943 for the U.S. In five years, median value is projected to change by 2.28% annually to $315,954.

October 19, 2023