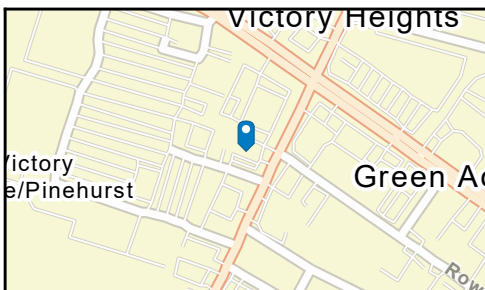
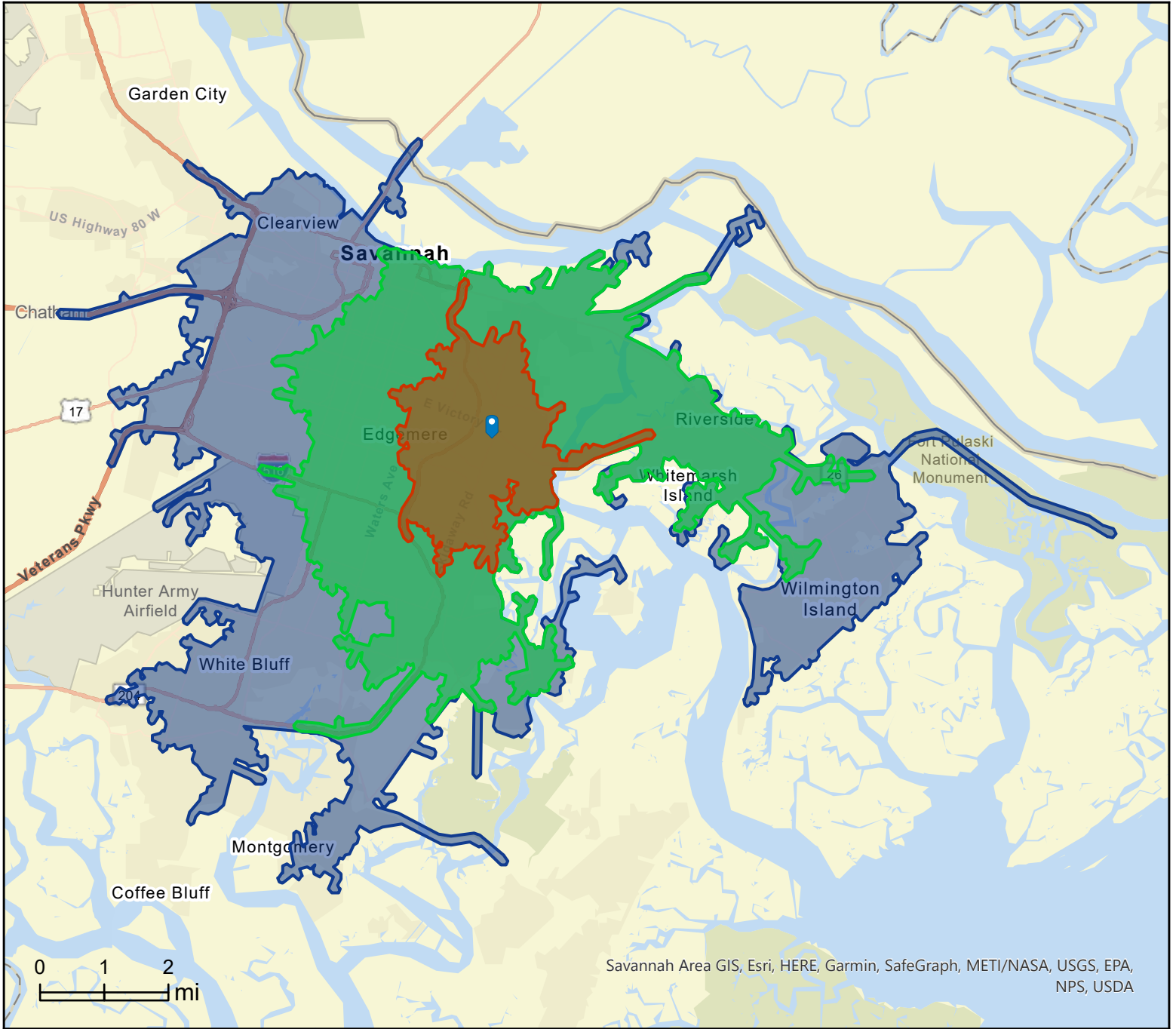


Krispy Kreme - Savannah
2749 Skidaway Rd, Savannah, Georgia, 31404
Drive time: 5, 10, 15 minute radii

Prepared by Esri
Latitude: 32.04013
Longitude: -81.06533





Market Profile

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

Prepared by Esri
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	5 minutes	10 minutes	15 minutes
Population Summary			
2010 Total Population	26,555	84,905	146,801
2020 Total Population	26,754	85,238	148,863
2020 Group Quarters	2,091	4,639	8,772
2023 Total Population	26,545	85,046	149,199
2023 Group Quarters	2,086	4,639	8,778
2028 Total Population	26,394	85,662	150,899
2023-2028 Annual Rate	-0.11%	0.14%	0.23%
2023 Total Daytime Population	21,691	101,120	178,087
Workers	7,882	56,952	100,181
Residents	13,809	44,168	77,906
Household Summary			
2010 Households	9,889	34,243	57,463
2010 Average Household Size	2.51	2.35	2.42
2020 Total Households	10,424	36,292	60,912
2020 Average Household Size	2.37	2.22	2.30
2023 Total Households	10,378	36,502	61,487
2023 Average Household Size	2.36	2.20	2.28
2028 Total Households	10,418	37,210	62,838
2028 Average Household Size	2.33	2.18	2.26
2023-2028 Annual Rate	0.08%	0.38%	0.44%
2010 Families	6,082	18,973	33,884
2010 Average Family Size	3.14	3.06	3.08
2023 Families	6,043	19,126	34,314
2023 Average Family Size	3.06	2.96	3.01
2028 Families	6,042	19,308	34,810
2028 Average Family Size	3.03	2.93	2.99
2023-2028 Annual Rate	0.00%	0.19%	0.29%
Housing Unit Summary			
2000 Housing Units	11,760	39,455	64,811
Owner Occupied Housing Units	51.7%	47.1%	49.7%
Renter Occupied Housing Units	38.0%	42.0%	40.5%
Vacant Housing Units	10.2%	10.9%	9.8%
2010 Housing Units	11,418	40,284	66,594
Owner Occupied Housing Units	46.2%	42.0%	44.7%
Renter Occupied Housing Units	40.4%	43.0%	41.6%
Vacant Housing Units	13.4%	15.0%	13.7%
2020 Housing Units	11,668	42,243	69,870
Vacant Housing Units	10.7%	14.1%	12.8%
2023 Housing Units	11,572	42,593	70,699
Owner Occupied Housing Units	45.9%	42.5%	44.5%
Renter Occupied Housing Units	43.8%	43.2%	42.5%
Vacant Housing Units	10.3%	14.3%	13.0%
2028 Housing Units	11,625	43,336	72,159
Owner Occupied Housing Units	47.0%	43.0%	44.9%
Renter Occupied Housing Units	42.7%	42.9%	42.2%
Vacant Housing Units	10.4%	14.1%	12.9%
Median Household Income			
2023	\$51,211	\$55,955	\$56,325
2028	\$57,116	\$63,433	\$63,453
Median Home Value			
2023	\$192,214	\$297,735	\$282,281
2028	\$210,135	\$332,072	\$315,954
Per Capita Income			
2023	\$27,754	\$37,170	\$35,105
2028	\$32,509	\$43,524	\$40,944
Median Age			
2010	33.4	33.7	33.4
2023	35.8	37.1	36.0
2028	36.7	38.2	36.9

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2023 Households by Income			
Household Income Base	10,378	36,502	61,487
<\$15,000	11.9%	13.9%	13.3%
\$15,000 - \$24,999	11.5%	9.0%	8.5%
\$25,000 - \$34,999	12.0%	8.7%	8.9%
\$35,000 - \$49,999	13.0%	11.5%	12.0%
\$50,000 - \$74,999	21.3%	21.0%	21.4%
\$75,000 - \$99,999	12.2%	12.2%	12.4%
\$100,000 - \$149,999	10.9%	10.7%	11.7%
\$150,000 - \$199,999	3.9%	5.4%	5.2%
\$200,000+	3.3%	7.5%	6.6%
Average Household Income	\$70,380	\$86,573	\$84,449
2028 Households by Income			
Household Income Base	10,418	37,210	62,838
<\$15,000	10.0%	11.6%	11.2%
\$15,000 - \$24,999	9.3%	7.2%	6.8%
\$25,000 - \$34,999	11.0%	7.9%	7.9%
\$35,000 - \$49,999	11.9%	10.2%	10.6%
\$50,000 - \$74,999	20.8%	20.7%	21.1%
\$75,000 - \$99,999	13.7%	13.4%	13.5%
\$100,000 - \$149,999	14.0%	13.0%	14.0%
\$150,000 - \$199,999	5.5%	7.3%	7.0%
\$200,000+	4.0%	8.7%	7.8%
Average Household Income	\$81,763	\$100,242	\$97,579
2023 Owner Occupied Housing Units by Value			
Total	5,306	18,100	31,438
<\$50,000	4.6%	3.9%	4.8%
\$50,000 - \$99,999	18.9%	10.9%	9.5%
\$100,000 - \$149,999	11.5%	7.4%	7.9%
\$150,000 - \$199,999	17.8%	12.2%	12.0%
\$200,000 - \$249,999	11.6%	9.2%	10.5%
\$250,000 - \$299,999	7.6%	6.7%	8.1%
\$300,000 - \$399,999	10.0%	16.3%	17.7%
\$400,000 - \$499,999	6.6%	11.8%	11.5%
\$500,000 - \$749,999	4.8%	12.9%	10.2%
\$750,000 - \$999,999	4.7%	5.9%	4.8%
\$1,000,000 - \$1,499,999	0.4%	0.7%	0.9%
\$1,500,000 - \$1,999,999	0.1%	0.4%	0.3%
\$2,000,000 +	1.5%	1.7%	1.8%
Average Home Value	\$284,646	\$375,541	\$360,976
2028 Owner Occupied Housing Units by Value			
Total	5,459	18,614	32,367
<\$50,000	4.0%	3.4%	4.3%
\$50,000 - \$99,999	17.1%	9.7%	8.6%
\$100,000 - \$149,999	10.3%	6.6%	7.1%
\$150,000 - \$199,999	16.5%	11.0%	10.9%
\$200,000 - \$249,999	10.2%	7.9%	9.2%
\$250,000 - \$299,999	7.3%	5.9%	7.1%
\$300,000 - \$399,999	11.1%	17.1%	18.5%
\$400,000 - \$499,999	8.1%	12.5%	12.4%
\$500,000 - \$749,999	6.5%	15.5%	12.6%
\$750,000 - \$999,999	6.0%	7.2%	5.9%
\$1,000,000 - \$1,499,999	0.6%	0.8%	1.1%
\$1,500,000 - \$1,999,999	0.1%	0.4%	0.3%
\$2,000,000 +	2.2%	2.1%	2.1%
Average Home Value	\$325,701	\$408,443	\$394,155

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

Krispy Kreme - Savannah
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 Drive time: 5, 10, 15 minute radii

Prepared by Esri
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	5 minutes	10 minutes	15 minutes
2010 Population by Age			
Total	26,554	84,904	146,801
0 - 4	6.7%	6.5%	6.8%
5 - 9	6.3%	5.9%	6.1%
10 - 14	6.0%	5.5%	5.7%
15 - 24	19.6%	19.2%	18.9%
25 - 34	13.6%	14.6%	14.6%
35 - 44	11.5%	11.2%	11.1%
45 - 54	13.2%	12.9%	13.0%
55 - 64	11.3%	11.5%	11.3%
65 - 74	6.2%	6.5%	6.5%
75 - 84	3.8%	4.1%	4.1%
85 +	1.7%	2.1%	1.9%
18 +	76.8%	78.2%	77.5%
2023 Population by Age			
Total	26,545	85,048	149,198
0 - 4	5.6%	5.3%	5.6%
5 - 9	6.0%	5.5%	5.6%
10 - 14	5.9%	5.4%	5.4%
15 - 24	18.5%	16.9%	17.7%
25 - 34	13.1%	14.4%	14.5%
35 - 44	12.2%	11.7%	11.6%
45 - 54	10.4%	10.1%	9.9%
55 - 64	11.7%	12.1%	11.8%
65 - 74	10.2%	10.9%	10.5%
75 - 84	4.7%	5.4%	5.3%
85 +	1.8%	2.3%	2.1%
18 +	77.8%	80.0%	79.9%
2028 Population by Age			
Total	26,397	85,661	150,899
0 - 4	5.6%	5.3%	5.6%
5 - 9	5.7%	5.2%	5.3%
10 - 14	5.8%	5.2%	5.2%
15 - 24	18.7%	16.9%	18.0%
25 - 34	12.1%	13.3%	13.4%
35 - 44	12.1%	12.0%	12.1%
45 - 54	11.0%	10.3%	10.0%
55 - 64	10.3%	10.8%	10.5%
65 - 74	10.6%	11.3%	10.7%
75 - 84	6.1%	6.9%	6.7%
85 +	2.0%	2.6%	2.4%
18 +	78.1%	80.4%	80.4%
2010 Population by Sex			
Males	12,270	39,771	69,139
Females	14,284	45,134	77,662
2023 Population by Sex			
Males	12,383	40,269	70,919
Females	14,162	44,777	78,280
2028 Population by Sex			
Males	12,289	40,519	71,689
Females	14,105	45,143	79,210

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

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	5 minutes	10 minutes	15 minutes
2010 Population by Race/Ethnicity			
Total	26,554	84,905	146,802
White Alone	29.4%	41.8%	45.1%
Black Alone	65.9%	53.4%	49.1%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	1.4%	1.9%	2.1%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.1%	0.9%	1.5%
Two or More Races	1.8%	1.7%	1.9%
Hispanic Origin	2.9%	2.8%	3.9%
Diversity Index	50.8	56.4	58.9
2020 Population by Race/Ethnicity			
Total	26,754	85,238	148,863
White Alone	35.9%	45.9%	46.2%
Black Alone	53.3%	43.2%	42.1%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	2.6%	3.2%	3.3%
Pacific Islander Alone	0.2%	0.1%	0.2%
Some Other Race Alone	3.0%	2.3%	2.6%
Two or More Races	4.7%	5.0%	5.4%
Hispanic Origin	5.8%	5.0%	5.8%
Diversity Index	62.9	63.6	64.8
2023 Population by Race/Ethnicity			
Total	26,545	85,045	149,199
White Alone	34.3%	44.5%	44.9%
Black Alone	54.4%	43.9%	42.6%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	2.7%	3.3%	3.5%
Pacific Islander Alone	0.2%	0.1%	0.2%
Some Other Race Alone	3.2%	2.5%	2.9%
Two or More Races	5.0%	5.3%	5.6%
Hispanic Origin	6.2%	5.4%	6.3%
Diversity Index	63.1	64.5	65.7
2028 Population by Race/Ethnicity			
Total	26,394	85,662	150,900
White Alone	32.1%	42.7%	43.1%
Black Alone	55.8%	44.8%	43.3%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	2.9%	3.6%	3.9%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	3.6%	2.7%	3.2%
Two or More Races	5.3%	5.7%	6.1%
Hispanic Origin	6.8%	6.0%	6.9%
Diversity Index	63.4	65.5	67.0
2010 Population by Relationship and Household Type			
Total	26,555	84,905	146,801
In Households	93.5%	95.0%	94.8%
In Family Households	74.6%	70.7%	73.5%
Householder	22.9%	22.2%	23.1%
Spouse	11.4%	12.1%	13.2%
Child	32.6%	29.9%	30.6%
Other relative	5.0%	4.3%	4.3%
Nonrelative	2.7%	2.3%	2.3%
In Nonfamily Households	18.8%	24.2%	21.3%
In Group Quarters	6.5%	5.0%	5.2%
Institutionalized Population	0.7%	1.0%	0.9%
Noninstitutionalized Population	5.8%	4.0%	4.3%

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2023 Population 25+ by Educational Attainment			
Total	16,994	56,942	98,065
Less than 9th Grade	2.3%	2.1%	2.0%
9th - 12th Grade, No Diploma	9.5%	6.9%	6.3%
High School Graduate	25.0%	20.6%	21.2%
GED/Alternative Credential	4.1%	4.0%	4.9%
Some College, No Degree	23.3%	20.1%	21.5%
Associate Degree	7.8%	6.8%	7.3%
Bachelor's Degree	16.2%	23.4%	22.0%
Graduate/Professional Degree	11.9%	16.2%	14.7%
2023 Population 15+ by Marital Status			
Total	21,906	71,308	124,434
Never Married	49.2%	47.0%	45.6%
Married	31.6%	34.6%	36.3%
Widowed	6.2%	6.1%	6.2%
Divorced	13.0%	12.3%	11.9%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	13,523	43,256	74,692
Population 16+ Employed	95.5%	95.3%	95.5%
Population 16+ Unemployment rate	4.5%	4.7%	4.5%
Population 16-24 Employed	20.6%	20.2%	19.1%
Population 16-24 Unemployment rate	8.9%	9.2%	9.5%
Population 25-54 Employed	59.3%	58.2%	59.1%
Population 25-54 Unemployment rate	3.4%	4.0%	3.9%
Population 55-64 Employed	14.4%	14.2%	14.5%
Population 55-64 Unemployment rate	4.0%	2.8%	2.2%
Population 65+ Employed	5.7%	7.5%	7.2%
Population 65+ Unemployment rate	0.8%	0.6%	0.5%
2023 Employed Population 16+ by Industry			
Total	12,909	41,220	71,317
Agriculture/Mining	0.0%	0.1%	0.3%
Construction	5.7%	5.6%	5.2%
Manufacturing	5.2%	6.0%	6.4%
Wholesale Trade	1.0%	1.6%	1.4%
Retail Trade	12.4%	10.0%	11.4%
Transportation/Utilities	8.6%	7.4%	8.4%
Information	1.8%	2.0%	1.8%
Finance/Insurance/Real Estate	3.4%	5.6%	5.0%
Services	57.8%	58.4%	56.1%
Public Administration	4.1%	3.5%	3.9%
2023 Employed Population 16+ by Occupation			
Total	12,911	41,219	71,317
White Collar	50.5%	60.4%	57.9%
Management/Business/Financial	11.8%	17.9%	15.4%
Professional	20.9%	24.9%	23.9%
Sales	8.5%	9.0%	9.3%
Administrative Support	9.4%	8.6%	9.2%
Services	28.6%	22.6%	23.0%
Blue Collar	21.0%	16.9%	19.1%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	3.6%	3.1%	3.0%
Installation/Maintenance/Repair	2.1%	1.6%	1.9%
Production	3.8%	3.0%	3.6%
Transportation/Material Moving	11.5%	9.2%	10.5%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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	5 minutes	10 minutes	15 minutes
2010 Households by Type			
Total	9,888	34,247	57,467
Households with 1 Person	29.6%	33.2%	31.3%
Households with 2+ People	70.4%	66.8%	68.7%
Family Households	61.5%	55.4%	59.0%
Husband-wife Families	30.8%	30.2%	33.6%
With Related Children	12.2%	11.6%	13.4%
Other Family (No Spouse Present)	30.7%	25.2%	25.4%
Other Family with Male Householder	5.3%	4.5%	4.6%
With Related Children	2.5%	2.0%	2.2%
Other Family with Female Householder	25.4%	20.8%	20.8%
With Related Children	17.2%	13.9%	14.0%
Nonfamily Households	8.9%	11.4%	9.8%
All Households with Children	32.3%	27.9%	30.0%
Multigenerational Households	7.0%	5.3%	5.3%
Unmarried Partner Households	7.9%	7.4%	7.0%
Male-female	6.8%	6.2%	6.0%
Same-sex	1.1%	1.2%	1.0%
2010 Households by Size			
Total	9,889	34,241	57,463
1 Person Household	29.6%	33.2%	31.2%
2 Person Household	31.2%	32.0%	32.1%
3 Person Household	17.6%	15.9%	16.4%
4 Person Household	10.8%	9.9%	10.9%
5 Person Household	5.7%	5.1%	5.4%
6 Person Household	2.8%	2.2%	2.2%
7 + Person Household	2.3%	1.7%	1.6%
2010 Households by Tenure and Mortgage Status			
Total	9,889	34,245	57,463
Owner Occupied	53.4%	49.4%	51.8%
Owned with a Mortgage/Loan	38.3%	34.9%	36.5%
Owned Free and Clear	15.0%	14.5%	15.3%
Renter Occupied	46.6%	50.6%	48.2%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	109	76	81
Percent of Income for Mortgage	22.6%	32.0%	30.1%
Wealth Index	48	68	68
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	11,418	40,284	66,594
Housing Units Inside Urbanized Area	100.0%	99.5%	99.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.5%	0.8%
2010 Population By Urban/ Rural Status			
Total Population	26,555	84,905	146,801
Population Inside Urbanized Area	100.0%	99.4%	99.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.6%	0.9%

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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Top 3 Tapestry Segments			
1.	Family Foundations (12A)	Modest Income Homes (12D)	Modest Income Homes (12D)
2.	Modest Income Homes (12D)	Family Foundations (12A)	Family Foundations (12A)
3.	Traditional Living (12B)	Emerald City (8B)	College Towns (14B)
2023 Consumer Spending			
Apparel & Services: Total \$	\$15,657,415	\$67,525,659	\$110,643,119
Average Spent	\$1,508.71	\$1,849.92	\$1,799.46
Spending Potential Index	69	84	82
Education: Total \$	\$11,332,063	\$51,064,389	\$85,090,046
Average Spent	\$1,091.93	\$1,398.95	\$1,383.87
Spending Potential Index	61	78	77
Entertainment/Recreation: Total \$	\$25,837,717	\$111,213,425	\$182,372,299
Average Spent	\$2,489.66	\$3,046.78	\$2,966.03
Spending Potential Index	66	81	78
Food at Home: Total \$	\$48,030,508	\$207,064,447	\$338,716,687
Average Spent	\$4,628.11	\$5,672.69	\$5,508.75
Spending Potential Index	68	83	81
Food Away from Home: Total \$	\$25,900,606	\$112,387,289	\$184,893,937
Average Spent	\$2,495.72	\$3,078.94	\$3,007.04
Spending Potential Index	67	83	81
Health Care: Total \$	\$52,806,330	\$224,434,440	\$365,504,417
Average Spent	\$5,088.30	\$6,148.55	\$5,944.42
Spending Potential Index	69	84	81
HH Furnishings & Equipment: Total \$	\$20,308,866	\$87,806,208	\$144,165,112
Average Spent	\$1,956.92	\$2,405.52	\$2,344.64
Spending Potential Index	66	81	79
Personal Care Products & Services: Total \$	\$6,713,402	\$29,165,794	\$47,900,220
Average Spent	\$646.89	\$799.02	\$779.03
Spending Potential Index	68	84	81
Shelter: Total \$	\$170,148,855	\$743,176,153	\$1,221,304,789
Average Spent	\$16,395.15	\$20,359.87	\$19,862.81
Spending Potential Index	66	82	80
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$20,965,634	\$91,324,192	\$150,144,124
Average Spent	\$2,020.20	\$2,501.90	\$2,441.88
Spending Potential Index	65	80	78
Travel: Total \$	\$14,992,760	\$64,972,215	\$107,217,027
Average Spent	\$1,444.67	\$1,779.96	\$1,743.73
Spending Potential Index	64	79	78
Vehicle Maintenance & Repairs: Total \$	\$9,390,239	\$40,250,870	\$65,936,639
Average Spent	\$904.82	\$1,102.70	\$1,072.37
Spending Potential Index	69	84	82

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.