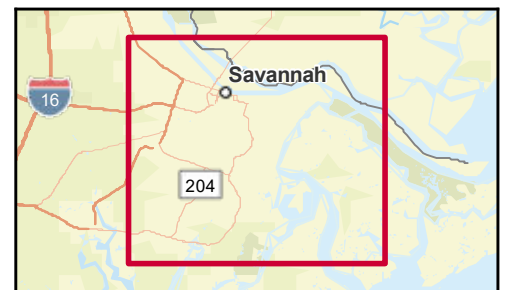
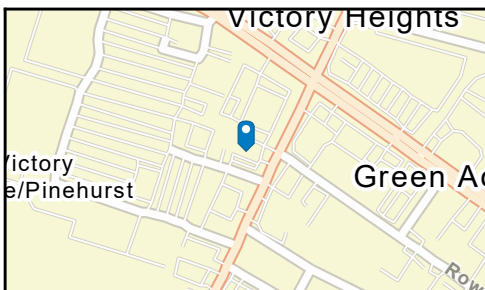
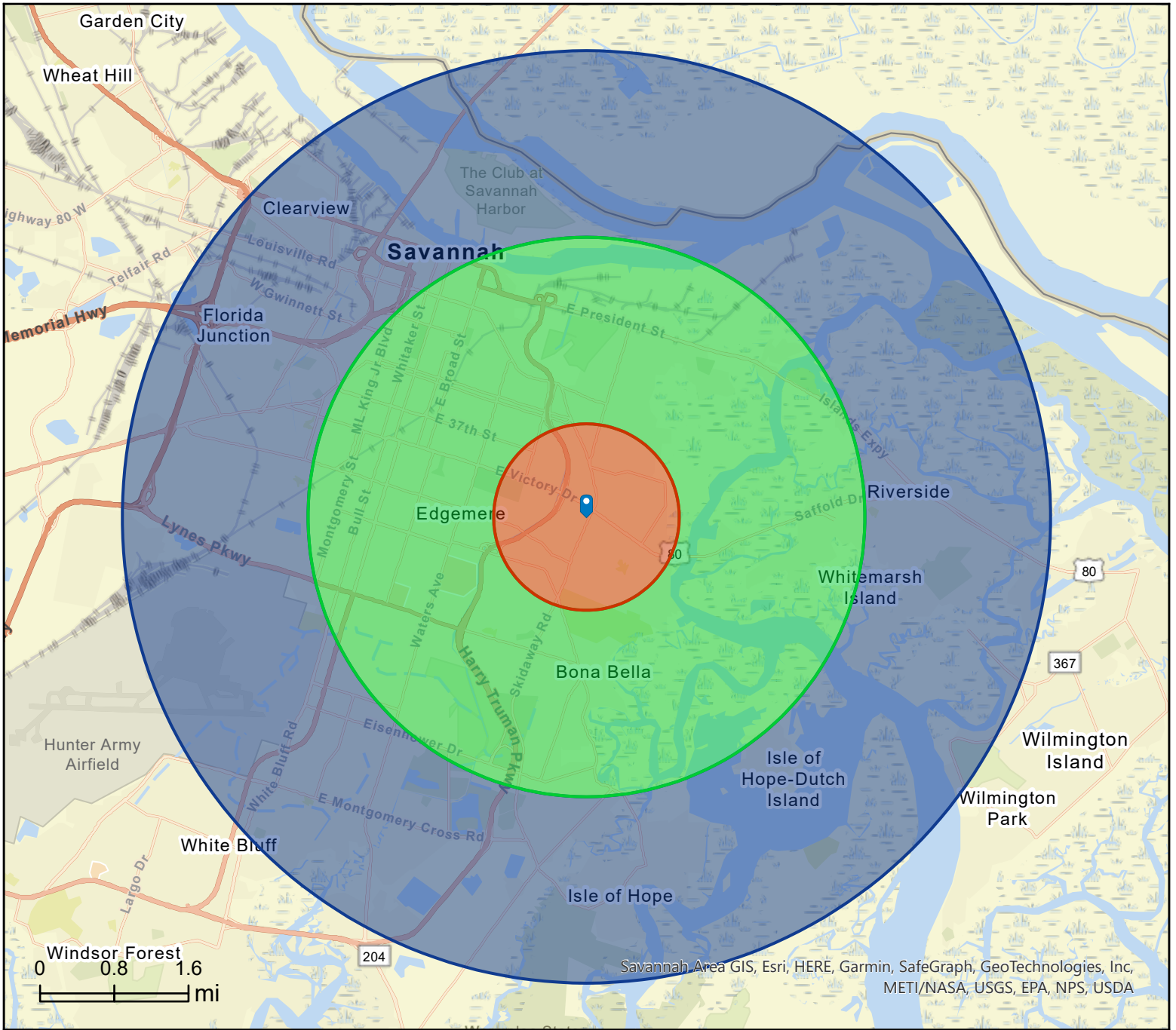


Krispy Kreme - Savannah
2749 Skidaway Rd, Savannah, Georgia, 31404
Ring bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri
Latitude: 32.04013
Longitude: -81.06533





Market Profile

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
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	0 - 1 mile	1 - 3 mile	3 - 5 mile
Population Summary			
2010 Total Population	11,724	62,570	47,296
2020 Total Population	11,849	62,495	48,087
2020 Group Quarters	655	3,673	4,173
2023 Total Population	11,613	62,517	48,647
2023 Group Quarters	655	3,670	4,178
2028 Total Population	11,465	63,389	49,743
2023-2028 Annual Rate	-0.26%	0.28%	0.45%
2023 Total Daytime Population	11,254	68,378	76,133
Workers	5,213	35,594	49,347
Residents	6,041	32,784	26,786
Household Summary			
2010 Households	4,675	25,095	17,352
2010 Average Household Size	2.48	2.33	2.53
2020 Total Households	4,779	26,604	18,313
2020 Average Household Size	2.34	2.21	2.40
2023 Total Households	4,712	26,942	18,683
2023 Average Household Size	2.33	2.18	2.38
2028 Total Households	4,703	27,650	19,276
2028 Average Household Size	2.30	2.16	2.36
2023-2028 Annual Rate	-0.04%	0.52%	0.63%
2010 Families	2,841	13,330	11,274
2010 Average Family Size	3.12	3.07	3.13
2023 Families	2,702	13,590	11,491
2023 Average Family Size	3.04	2.96	3.05
2028 Families	2,686	13,793	11,790
2028 Average Family Size	3.01	2.93	3.04
2023-2028 Annual Rate	-0.12%	0.30%	0.52%
Housing Unit Summary			
2000 Housing Units	5,130	29,728	19,040
Owner Occupied Housing Units	56.1%	43.2%	54.9%
Renter Occupied Housing Units	37.9%	44.3%	36.5%
Vacant Housing Units	6.0%	12.5%	8.6%
2010 Housing Units	5,326	30,017	19,908
Owner Occupied Housing Units	45.8%	39.6%	47.5%
Renter Occupied Housing Units	42.0%	44.0%	39.7%
Vacant Housing Units	12.2%	16.4%	12.8%
2020 Housing Units	5,317	31,491	21,047
Vacant Housing Units	10.1%	15.5%	13.0%
2023 Housing Units	5,256	31,927	21,521
Owner Occupied Housing Units	45.9%	40.4%	44.1%
Renter Occupied Housing Units	43.8%	44.0%	42.7%
Vacant Housing Units	10.4%	15.6%	13.2%
2028 Housing Units	5,258	32,638	22,170
Owner Occupied Housing Units	47.0%	40.7%	44.3%
Renter Occupied Housing Units	42.5%	44.1%	42.7%
Vacant Housing Units	10.6%	15.3%	13.1%
Median Household Income			
2023	\$51,036	\$56,306	\$52,903
2028	\$57,317	\$63,824	\$58,845
Median Home Value			
2023	\$174,446	\$326,603	\$242,034
2028	\$186,709	\$356,828	\$272,548
Per Capita Income			
2023	\$28,062	\$39,151	\$31,254
2028	\$33,314	\$45,524	\$36,537
Median Age			
2010	34.4	33.2	31.6
2023	35.5	37.3	32.6
2028	36.3	38.4	32.8

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.



Market Profile

Krispy Kreme - Savannah
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	0 - 1 mile	1 - 3 mile	3 - 5 mile
2023 Households by Income			
Household Income Base	4,712	26,942	18,683
<\$15,000	9.6%	15.0%	15.9%
\$15,000 - \$24,999	12.2%	8.5%	8.4%
\$25,000 - \$34,999	12.5%	8.4%	9.3%
\$35,000 - \$49,999	14.3%	11.3%	12.7%
\$50,000 - \$74,999	21.9%	20.1%	21.4%
\$75,000 - \$99,999	11.8%	12.1%	10.9%
\$100,000 - \$149,999	11.3%	10.2%	11.1%
\$150,000 - \$199,999	3.6%	5.7%	3.6%
\$200,000+	2.9%	8.8%	6.6%
Average Household Income	\$69,269	\$90,434	\$80,171
2028 Households by Income			
Household Income Base	4,703	27,650	19,276
<\$15,000	7.8%	12.4%	13.7%
\$15,000 - \$24,999	9.3%	7.0%	7.1%
\$25,000 - \$34,999	11.4%	7.6%	8.3%
\$35,000 - \$49,999	13.2%	10.0%	11.3%
\$50,000 - \$74,999	21.3%	20.1%	21.0%
\$75,000 - \$99,999	13.0%	13.3%	11.9%
\$100,000 - \$149,999	15.1%	12.2%	13.7%
\$150,000 - \$199,999	5.2%	7.5%	5.1%
\$200,000+	3.7%	9.9%	7.8%
Average Household Income	\$81,529	\$103,960	\$93,061
2023 Owner Occupied Housing Units by Value			
Total	2,410	12,885	9,491
<\$50,000	3.8%	4.0%	7.3%
\$50,000 - \$99,999	23.2%	9.6%	10.5%
\$100,000 - \$149,999	12.9%	6.0%	9.5%
\$150,000 - \$199,999	20.6%	10.0%	12.8%
\$200,000 - \$249,999	8.5%	9.0%	11.7%
\$250,000 - \$299,999	7.8%	6.8%	6.2%
\$300,000 - \$399,999	7.8%	17.2%	13.4%
\$400,000 - \$499,999	6.3%	13.3%	9.8%
\$500,000 - \$749,999	2.2%	14.5%	11.3%
\$750,000 - \$999,999	4.2%	6.6%	4.0%
\$1,000,000 - \$1,499,999	0.4%	0.8%	0.9%
\$1,500,000 - \$1,999,999	0.1%	0.2%	0.4%
\$2,000,000 +	2.2%	1.9%	2.1%
Average Home Value	\$272,738	\$398,041	\$349,945
2028 Owner Occupied Housing Units by Value			
Total	2,470	13,271	9,813
<\$50,000	3.2%	3.5%	6.8%
\$50,000 - \$99,999	20.9%	8.6%	9.6%
\$100,000 - \$149,999	11.7%	5.3%	8.6%
\$150,000 - \$199,999	19.2%	9.0%	11.8%
\$200,000 - \$249,999	7.5%	7.7%	10.5%
\$250,000 - \$299,999	7.1%	6.0%	5.8%
\$300,000 - \$399,999	9.1%	17.8%	14.1%
\$400,000 - \$499,999	8.3%	13.7%	10.5%
\$500,000 - \$749,999	3.6%	17.3%	13.4%
\$750,000 - \$999,999	5.3%	8.1%	4.8%
\$1,000,000 - \$1,499,999	0.7%	0.9%	1.0%
\$1,500,000 - \$1,999,999	0.1%	0.2%	0.5%
\$2,000,000 +	3.2%	2.1%	2.5%
Average Home Value	\$321,751	\$427,803	\$379,390

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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 Ring bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri
 Latitude: 32.04013
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	0 - 1 mile	1 - 3 mile	3 - 5 mile
2010 Population by Age			
Total	11,724	62,571	47,298
0 - 4	7.1%	6.2%	7.7%
5 - 9	6.8%	5.7%	6.6%
10 - 14	6.1%	5.3%	6.1%
15 - 24	15.8%	20.6%	19.6%
25 - 34	15.0%	14.5%	14.0%
35 - 44	12.0%	10.8%	10.3%
45 - 54	14.4%	12.3%	12.6%
55 - 64	11.8%	11.5%	10.6%
65 - 74	6.1%	6.6%	6.5%
75 - 84	3.4%	4.3%	4.3%
85 +	1.4%	2.3%	1.7%
18 +	75.3%	79.2%	75.6%
2023 Population by Age			
Total	11,614	62,516	48,647
0 - 4	5.8%	5.1%	6.4%
5 - 9	6.2%	5.3%	6.1%
10 - 14	6.1%	5.2%	5.7%
15 - 24	17.1%	17.6%	20.7%
25 - 34	14.2%	14.2%	14.4%
35 - 44	12.7%	11.2%	10.6%
45 - 54	10.5%	9.9%	8.9%
55 - 64	11.9%	12.1%	10.8%
65 - 74	9.8%	11.3%	9.4%
75 - 84	4.4%	5.6%	5.2%
85 +	1.5%	2.5%	2.0%
18 +	76.8%	80.8%	78.7%
2028 Population by Age			
Total	11,463	63,388	49,740
0 - 4	5.8%	5.1%	6.4%
5 - 9	6.0%	5.0%	5.7%
10 - 14	6.0%	5.0%	5.4%
15 - 24	17.7%	17.6%	21.8%
25 - 34	12.8%	13.2%	13.4%
35 - 44	12.7%	11.6%	11.1%
45 - 54	11.2%	10.1%	8.8%
55 - 64	10.2%	11.0%	9.4%
65 - 74	10.3%	11.6%	9.6%
75 - 84	5.7%	7.1%	6.2%
85 +	1.7%	2.7%	2.2%
18 +	77.0%	81.3%	79.4%
2010 Population by Sex			
Males	5,512	29,226	22,262
Females	6,212	33,344	25,033
2023 Population by Sex			
Males	5,470	29,522	23,077
Females	6,143	32,995	25,570
2028 Population by Sex			
Males	5,385	29,908	23,641
Females	6,081	33,480	26,102

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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 Ring bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri
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	0 - 1 mile	1 - 3 mile	3 - 5 mile
2010 Population by Race/Ethnicity			
Total	11,723	62,571	47,294
White Alone	30.2%	42.0%	41.1%
Black Alone	63.4%	53.9%	52.5%
American Indian Alone	0.4%	0.2%	0.2%
Asian Alone	2.1%	1.5%	2.3%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.7%	0.7%	1.8%
Two or More Races	2.1%	1.6%	2.0%
Hispanic Origin	3.9%	2.5%	4.4%
Diversity Index	54.2	55.5	59.2
2020 Population by Race/Ethnicity			
Total	11,849	62,495	48,087
White Alone	34.1%	46.7%	40.8%
Black Alone	54.0%	43.0%	47.6%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	2.7%	3.1%	3.5%
Pacific Islander Alone	0.2%	0.1%	0.2%
Some Other Race Alone	4.0%	2.0%	2.7%
Two or More Races	4.8%	4.8%	5.0%
Hispanic Origin	6.7%	4.8%	5.8%
Diversity Index	63.9	63.0	64.6
2023 Population by Race/Ethnicity			
Total	11,613	62,516	48,647
White Alone	32.4%	45.4%	39.9%
Black Alone	55.2%	43.7%	47.6%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	2.8%	3.3%	3.9%
Pacific Islander Alone	0.2%	0.1%	0.2%
Some Other Race Alone	4.3%	2.1%	3.0%
Two or More Races	5.0%	5.1%	5.2%
Hispanic Origin	7.1%	5.2%	6.3%
Diversity Index	64.0	63.9	65.5
2028 Population by Race/Ethnicity			
Total	11,466	63,388	49,743
White Alone	30.1%	43.5%	38.4%
Black Alone	56.4%	44.5%	47.8%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	2.9%	3.6%	4.3%
Pacific Islander Alone	0.2%	0.1%	0.2%
Some Other Race Alone	4.8%	2.4%	3.5%
Two or More Races	5.3%	5.6%	5.5%
Hispanic Origin	7.8%	5.7%	6.9%
Diversity Index	64.4	65.0	66.8
2010 Population by Relationship and Household Type			
Total	11,724	62,570	47,295
In Households	99.1%	93.6%	92.9%
In Family Households	78.7%	67.6%	76.9%
Householder	23.8%	21.4%	23.8%
Spouse	12.3%	11.4%	13.2%
Child	34.3%	28.5%	33.1%
Other relative	5.3%	4.1%	4.5%
Nonrelative	3.0%	2.2%	2.2%
In Nonfamily Households	20.3%	25.9%	16.0%
In Group Quarters	0.9%	6.4%	7.1%
Institutionalized Population	0.4%	1.2%	0.9%
Noninstitutionalized Population	0.6%	5.3%	6.3%

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	7,534	41,791	29,770
Less than 9th Grade	3.1%	1.9%	2.7%
9th - 12th Grade, No Diploma	8.9%	6.8%	7.3%
High School Graduate	27.2%	19.5%	23.2%
GED/Alternative Credential	4.5%	3.9%	5.7%
Some College, No Degree	22.4%	18.8%	24.2%
Associate Degree	7.3%	6.6%	7.0%
Bachelor's Degree	14.5%	25.1%	17.9%
Graduate/Professional Degree	12.0%	17.3%	12.0%
2023 Population 15+ by Marital Status			
Total	9,522	52,801	39,838
Never Married	49.0%	48.3%	49.3%
Married	32.5%	33.7%	34.4%
Widowed	6.4%	5.9%	6.1%
Divorced	12.1%	12.1%	10.3%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,971	31,588	22,435
Population 16+ Employed	94.6%	95.1%	94.8%
Population 16+ Unemployment rate	5.4%	4.9%	5.2%
Population 16-24 Employed	19.6%	20.9%	19.3%
Population 16-24 Unemployment rate	12.3%	9.5%	9.9%
Population 25-54 Employed	61.7%	57.2%	57.9%
Population 25-54 Unemployment rate	3.2%	4.2%	5.0%
Population 55-64 Employed	14.0%	13.8%	15.8%
Population 55-64 Unemployment rate	5.9%	2.5%	1.9%
Population 65+ Employed	4.7%	8.1%	7.0%
Population 65+ Unemployment rate	0.4%	0.7%	0.3%
2023 Employed Population 16+ by Industry			
Total	5,650	30,055	21,267
Agriculture/Mining	0.0%	0.1%	0.8%
Construction	6.9%	4.7%	6.0%
Manufacturing	5.6%	6.0%	6.4%
Wholesale Trade	0.8%	1.6%	1.3%
Retail Trade	11.8%	9.6%	12.3%
Transportation/Utilities	8.1%	7.5%	9.9%
Information	1.8%	2.1%	1.2%
Finance/Insurance/Real Estate	2.7%	6.0%	5.0%
Services	57.7%	59.0%	53.5%
Public Administration	4.7%	3.3%	3.8%
2023 Employed Population 16+ by Occupation			
Total	5,651	30,054	21,266
White Collar	47.1%	61.6%	56.3%
Management/Business/Financial	12.7%	17.9%	14.3%
Professional	18.6%	26.3%	21.1%
Sales	7.5%	9.4%	9.5%
Administrative Support	8.3%	8.1%	11.4%
Services	29.8%	22.5%	22.0%
Blue Collar	23.2%	15.9%	21.7%
Farming/Forestry/Fishing	0.0%	0.0%	0.3%
Construction/Extraction	4.1%	3.0%	3.5%
Installation/Maintenance/Repair	2.4%	1.5%	1.8%
Production	4.0%	2.9%	3.9%
Transportation/Material Moving	12.7%	8.5%	12.3%

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	0 - 1 mile	1 - 3 mile	3 - 5 mile
2010 Households by Type			
Total	4,676	25,094	17,353
Households with 1 Person	29.8%	34.5%	28.5%
Households with 2+ People	70.2%	65.5%	71.5%
Family Households	60.8%	53.1%	65.0%
Husband-wife Families	31.2%	28.3%	35.9%
With Related Children	12.9%	10.3%	15.3%
Other Family (No Spouse Present)	29.6%	24.8%	29.1%
Other Family with Male Householder	5.6%	4.2%	4.9%
With Related Children	2.7%	1.9%	2.5%
Other Family with Female Householder	24.0%	20.6%	24.2%
With Related Children	16.3%	13.8%	16.2%
Nonfamily Households	9.5%	12.4%	6.6%
All Households with Children	32.4%	26.2%	34.5%
Multigenerational Households	6.8%	5.0%	6.1%
Unmarried Partner Households	7.9%	7.5%	6.2%
Male-female	6.8%	6.2%	5.5%
Same-sex	1.1%	1.2%	0.7%
2010 Households by Size			
Total	4,676	25,097	17,351
1 Person Household	29.8%	34.4%	28.5%
2 Person Household	30.4%	32.2%	30.9%
3 Person Household	17.8%	15.4%	17.5%
4 Person Household	11.1%	9.4%	12.5%
5 Person Household	5.7%	4.9%	6.4%
6 Person Household	3.0%	2.0%	2.6%
7 + Person Household	2.3%	1.6%	1.7%
2010 Households by Tenure and Mortgage Status			
Total	4,675	25,094	17,354
Owner Occupied	52.2%	47.3%	54.5%
Owned with a Mortgage/Loan	38.3%	33.0%	36.1%
Owned Free and Clear	13.9%	14.4%	18.4%
Renter Occupied	47.8%	52.7%	45.5%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	119	70	88
Percent of Income for Mortgage	20.5%	34.9%	27.5%
Wealth Index	46	72	69
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,326	30,017	19,908
Housing Units Inside Urbanized Area	100.0%	99.4%	97.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.6%	2.8%
2010 Population By Urban/ Rural Status			
Total Population	11,724	62,570	47,296
Population Inside Urbanized Area	100.0%	99.3%	97.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.7%	2.9%

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.

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Top 3 Tapestry Segments			
1.	Family Foundations (12A)	Modest Income Homes (12D)	Modest Income Homes (12D)
2.	Traditional Living (12B)	College Towns (14B)	Family Foundations (12A)
3.	Bright Young Professionals (8C)	Emerald City (8B)	Comfortable Empty Nesters (5A)
2023 Consumer Spending			
Apparel & Services: Total \$	\$6,946,653	\$52,366,977	\$31,966,321
Average Spent	\$1,474.25	\$1,943.69	\$1,710.98
Spending Potential Index	67	88	78
Education: Total \$	\$5,096,749	\$39,533,936	\$24,667,472
Average Spent	\$1,081.65	\$1,467.37	\$1,320.32
Spending Potential Index	60	82	74
Entertainment/Recreation: Total \$	\$11,557,747	\$85,619,116	\$52,425,510
Average Spent	\$2,452.83	\$3,177.90	\$2,806.05
Spending Potential Index	65	84	74
Food at Home: Total \$	\$21,230,760	\$160,454,976	\$97,961,883
Average Spent	\$4,505.68	\$5,955.57	\$5,243.37
Spending Potential Index	66	88	77
Food Away from Home: Total \$	\$11,538,303	\$86,987,046	\$53,518,508
Average Spent	\$2,448.71	\$3,228.68	\$2,864.56
Spending Potential Index	66	87	77
Health Care: Total \$	\$23,479,316	\$173,111,404	\$105,041,040
Average Spent	\$4,982.88	\$6,425.34	\$5,622.28
Spending Potential Index	68	87	76
HH Furnishings & Equipment: Total \$	\$9,062,556	\$67,721,945	\$41,566,687
Average Spent	\$1,923.29	\$2,513.62	\$2,224.84
Spending Potential Index	65	85	75
Personal Care Products & Services: Total \$	\$2,995,323	\$22,564,722	\$13,783,438
Average Spent	\$635.68	\$837.53	\$737.75
Spending Potential Index	66	88	77
Shelter: Total \$	\$75,876,033	\$575,235,255	\$352,901,581
Average Spent	\$16,102.72	\$21,350.87	\$18,888.91
Spending Potential Index	65	86	76
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,361,267	\$70,216,446	\$42,858,799
Average Spent	\$1,986.69	\$2,606.21	\$2,294.00
Spending Potential Index	64	83	73
Travel: Total \$	\$6,752,944	\$49,893,324	\$30,902,305
Average Spent	\$1,433.14	\$1,851.88	\$1,654.03
Spending Potential Index	64	82	74
Vehicle Maintenance & Repairs: Total \$	\$4,184,108	\$31,102,812	\$18,987,508
Average Spent	\$887.97	\$1,154.44	\$1,016.30
Spending Potential Index	68	88	78

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.