

2025

Spanish Oaks Memory Care Unmet Demand Analysis



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MARKET ANALYSIS METHODOLOGY

This market demand analysis using a defined methodology is being conducted to examine an existing **36-Unit** Memory Care facility in the Savannah 31406 PMA (5-mile radius). Our analysis will show demand estimates for the current year for the subject property, and five years from the current year.

DEFINITION OF TARGET GROUPS

The demand estimates will be based upon the quantity of four potential “target groups” who are likely users of senior housing. Analysis of these four target groups will provide four separate indications of demand for senior housing. We will then consider the indications from each of the four demand indications in deriving our demand conclusions. The target groups are as follows:

TARGET GROUP 1

Although most people entering senior housing are over the age of 80, some people between the ages of 65 and 80 do elect to live in senior housing. Therefore, the broadest potential target group for senior housing is people aged 65 and over. The number of persons 65+ is often considered in bed need methodologies adopted by various state health care planning agencies.

TARGET GROUP 2

The next potential “target group” typically examined in evaluating demand for senior housing is the number of households headed by a “householder” age 75 and over. Most senior housing residents fall into the 75+ age range.

TARGET GROUP 3

The next target group consists of the “age qualified” population that has adequate income to live in elderly housing. Many research firms are now considering \$75,000 to be the minimum “qualifying” income for Memory Care. Although research has shown that many seniors with lesser income levels can afford to reside in seniors housing due to having income from other sources or assets to spend down, \$75,000 is widely considered a benchmark for the private pay market. Thus, Target Group 3 consists of the number of households with income of \$75,000+ headed by a householder age 75+.

TARGET GROUP 4

Target group 4 consists of a group referred to in the industry as “adult children”. Children and/or other relatives of seniors generally play a significant role in the placement of a senior in a senior housing facility. Market areas where there are large concentrations of persons in the 55-64 age group can often support significantly larger supply of senior housing than would be indicated through analysis of seniors already residing in the area. This is because in-migration of seniors into markets with large adult child populations is common. This phenomenon is largely since while many elderly parents of the residents do not currently live near their children, they will be encouraged to do so as they age in place and require greater care. When frailty and dependence occur on the part of an aging parent, the adult children frequently elect to move their loved one closer to them so that they can help attend to their needs more frequently. Thus, Target Group 4 is the number of persons in the age 55-64 age bracket.

DISCUSSION OF ACHIEVABLE PENETRATION RATES

There are no industry standard definitions for penetration or capture rates. For this type of analysis, a penetration rate is the number of beds or units of a specific type that should be demanded at market equilibrium within a given market area, divided by the number of persons or households of a specific type in the same market area. For example, if 100 beds of assisted living should be demanded, and there are 1,000 persons aged 65+ that reside in the PMA, the indicated penetration rate is 10%.

In order to determine the appropriate penetration rates, we have relied upon the National Demand Estimates provided in *The Case for Investing in Seniors Housing and Long-Term Care Properties With Updated Projections*. Using the updated demand estimates in this study, national penetration rates are calculated in the table below. These penetration rates, derived from the most complete and authoritative study of national demand in existence, will be used as the basis for estimating demand in the subject’s market area. It should be noted that these estimates are for private-pay demand only. Demand for private and public pay accommodations are much higher. Thus, in some markets, higher penetration rates may be achievable. This will depend upon the availability of public funding.

MEMORY CARE DEMAND ASSUMPTIONS

To determine the potential need for a memory care program in each market, we will make seven assumptions:

1. As indicated earlier, the probable extent of the 31406 PMA is assumed to be a 31406 radius in and around the facility site in 31406, Georgia.
2. In addition to the prospects, we will expect to derive from the primary market itself, we will expect the facility to fill approximately **10%** of its beds from elderly clients moving to the area from outside the market, primarily from some referrals from the peripheral communities around 31406.

We also expect a small percentage of move-ins to come from seniors relocating to 31406 from other parts of the state of Georgia and even other states. This phenomenon is largely since while many elderly parents of the residents do not currently live near their children, they will be encouraged to do so as they age in place and require greater care.

3. Since the 31406 facility is functioning in the year 2020, we will make population projections for determining whether there will be sufficient demand for the number of beds to be utilized.
4. “Income Qualified Households”. We will exclude from consideration any prospect who does not earn at least \$75,000 per year. The memory care services in the proposed **memory care** facility will start at **\$5,000** per month for a private room, which will amount to \$60,000 per year, and is about 80% of \$75,000. ¹ Those earning less than \$75,000 per year would not be able to afford the monthly rents.
5. “Non-Income Qualified Households”. Not only do we expect income-qualified prospects to be candidates for the proposed facility, we also understand that a small percentage of memory victims who fall below the income threshold (“Non-Qualified”) will be placed in the facility by loved ones who will pay the monthly fee on behalf of their mother or father.

According to Maxfield Research, about 5% of indigent memory victims aged 65-74 will obtain residential care through the benevolence of a loved one, and as many as 15% of indigent memory victims aged 75+ will have their monthly fees paid for them as well. We will use these percentages in estimating the draw from the “Non-Qualified” prospect pool.

¹This finding is consistent with *Pathway Senior Living* (www.pathwayseniorliving.com), who estimates that residents of assisted living facilities often pay as much as 90% of income to monthly fees.

6. Incidence of Alzheimer's Disease. There is some disagreement within the medical community over the prevalence of Alzheimer's Disease (AD). For example, The National Institute on Aging estimates that about 4.0 million Americans have AD, while the National Alzheimer's Association places the number at 5.3 million². As such, the incidence of AD may be a range from 10% of seniors to 13% of seniors.

Also, the probable incidence of Alzheimer's Disease increases at various age levels. Below is the latest information from the National Alzheimer's Association ("2010 Alzheimer's Disease Facts & Figures") and "How Many Americans Have Alzheimer's Disease" Nov. 27, 2007 report from Alzheimer's Disease Education and Referral Center (ADEAR), regarding the prevalence of memory at various age levels:

Incidence of Alzheimer's Disease

1.88% of persons under the age of 65	13% of persons 65+
5% of persons 65-74	22.1% of persons 75+
9.68% of persons 75-84	50% of persons 85+

We will rely on these numbers in calculating the size of the prospect pool for memory assisted living care, in the enclosed spreadsheet.

7. Saturation Point or Capture Rate. The Saturation rate is used to compare the inventory of units (or capacity) in the market to the qualified market. The Saturation Rate represents the estimated maximum number of units likely to be filled by the qualified prospect pool.

A 30% capture rate of the memory assisted living prospect pool is considered an average estimate, according to the National Investment Center for the Senior Housing and Care Industry, a benchmark now commonly used by other senior housing research specialists (i.e., Maxfield Research, etc.)

¹See www.maxfieldresearch.com.

²"2010 Alzheimer's Disease Facts and Figures", published by the National Alzheimer's Association, P.9

MEMORY DEMAND CALCULATION

The enclosed spreadsheet, Memory Care Unmet Demand, incorporates all the assumptions presented above to estimate the probable need for memory care beds in the 31406 market, for both 2025 and 2030. The spreadsheet first starts by estimating the number of likely memory victims in the 31406 PMA, both income-qualified and non-income qualified, based on incidence assumptions provided by the National Alzheimer’s Association, the Alzheimer’s Disease Research and Referral Center (ADEAR), and ESRI Demographics.

The model then factors in the probable draw from secondary markets to yield the total bed need for the 31406 PMA. From the total prospect pool, a saturation rate of 25% is applied, to yield the maximum number of memory units the market is likely to be able to support assuming a “Maximum Occupancy Rate” of 75% in competitive units within the PMA. After deducting the existing inventory provided by the Georgia Department of Community Health (GACDH), we are left with the Unmet Demand for additional memory units.

There is a total of **218** Memory Care units in 31406. As the attached model indicates, the Unmet Demand for memory care units in 31406 PMA will total **61 beds** in 2025; and could total **138** units by 2030.

OTHER FACTORS AFFECTING DEMAND

Medicare Part D Claims for Memantine (Namenda & Generic) in Georgia and Estimated for Savannah, CY 2023 (e.g., Alzheimer’s Prescriptions)

Geography	Brand Name Claims (Namenda)	Generic Claims (Memantine HCL)	Total Claims
Georgia (Statewide)	2,242	229,190	231,432
Savannah, GA (Estimated)	114	13,322	13,436

Source: Analysis of CMS Medicare Part D Prescribers PUFs, CY 2023.

DISABILITY STATISTICS

Age 75+ Disability Characteristics

- Cognitive Difficulty – 18.5%
- Ambulatory Difficulty – 31.8%
- Self-care Difficulty – 13.9%
- Independent Living Difficulty – 25.7%

Reference: US Census S8510 Report for Savannah, GA

DISCLAIMER: While the information is deemed reliable, no warranty is expressed or implied. Any important information to you or another party should be independently confirmed within an applicable due diligence period.

Memory Care Demand - Newnan - 5 Mile Radius

2025 Income-Qualified Households Requiring Memory Care

Age	% Memory	Income Qualified Hholds \$75K+	#Draw from Qualified Memory	Non Income Qualified HHolds	# Non- Qualified Memory	% Draw from Non Qualified	# Draw from Non- Qualified	Memory Total
55-64	1.88%	3,393	64	4,362	82	5%	4	68
65-74	5.0%	3,115	156	5,332	267	5%	13	169
75+	22.1%	1,990	440	4,959	1096	15%	164	604
Total		8,498	659	14,653	1,445		182	841

2030 Income-Qualified Households Requiring Memory Care

Age	% Memory	Income Qualified Hholds \$75K+	#Draw from Qualified Memory	Non Income Qualified Persons	# Non- Qualified Memory	% Draw from Non Qualified	# Draw from Non Qualified	Memory Total
55-64	1.88%	3,494	66	345	6	5%	0	66
65-74	5.0%	3,555	178	4,771	239	5%	12	190
75+	22.1%	2,802	619	5,432	1200	15%	180	799
Total		9,851	863	43,153	1,446		192	1,055

Memory Care Demand Calculation

		2025	2030
1.	Calculated Market Potential	841	1,055
2.	Identified Competitive Units in Market Area + Under Construction	218	218
3.	Maximum Occupancy in Competitive Units	90%	90%
4.	Adjusted Competitive Units	196	196
5.	Available Prospects in Market Area (Line 1 – Line 4)	645	859
6.	Percent of Added Prospects from Outside the Market Area	0.7	0.7
7.	Prospects from Outside the Market Area (Line 5 ÷ 0.70 - Line 5)	276	368
8.	Potential Market Area (Line 5 + Line 7)	921	1,227

Market Demand Computation

9.	Total Adjusted Market Potential [Line 4 + Line 8]	1,118	1,423
10.	Estimated Percent of Need Met by Assisted Living Special Care Unit	25%	25%
11.	Calculated Number of Units to Fill Total Demand	279	356
12.	Less Competitive Units (Line 2)	218	218

MEMORY CARE – NET DEMAND

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References:

* ESRI Demographics Data

** Georgia Department of Community Health

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Name	Facility Type	Address	City	State	Zip	County	Licensed Beds	Memory Care Beds
BUCKINGHAM SOUTH	ASSISTED LIVING COMMUNITY	5450 ABERCORN STREET	SAVANNAH	GA	31405	CHATHAM	92	23*
HARMONY AT SAVANNAH	ASSISTED LIVING COMMUNITY	9136 OLD MONTGOMERY ROAD	SAVANNAH	GA	31406	CHATHAM	120	35
OAKS AT HABERSHAM	ASSISTED LIVING COMMUNITY	5200 HABERSHAM STREET	SAVANNAH	GA	31405	CHATHAM	72	18*
OAKS AT SAVANNAH	ASSISTED LIVING COMMUNITY	7410 SKIDAWAY ROAD	SAVANNAH	GA	31406	CHATHAM	89	22*
SOCIAL AT SAVANNAH, THE	ASSISTED LIVING COMMUNITY	1 PEACHTREE DRIVE	SAVANNAH	GA	31419	CHATHAM	73	36
SPANISH OAKS RETREAT	ASSISTED LIVING COMMUNITY	8510 WHITFIELD AVENUE	SAVANNAH	GA	31406	CHATHAM	36	36
SUNABELLA AT SAVANNAH, LLC	ASSISTED LIVING COMMUNITY	11310 WHITE BLUFF ROAD	SAVANNAH	GA	31419	CHATHAM	36	36
SUNABELLA SENIOR LIVING	ASSISTED LIVING COMMUNITY	231 W MONTGOMERY CROSSROADS	SAVANNAH	GA	31406	CHATHAM	49	12*
							218	

* Calculated at 25% of ALF licensed Beds

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Age 50+ Profile

8510 Whitefield Ave, Savannah, Georgia, 31406
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 31.98954
 Longitude: -81.10136

Demographic Summary	Census 2020	2025	2030	2025-2030 Change	2025-2030 Annual Rate
Total Population	6,588	6,630	6,956	326	0.96%
Population 50+	2,464	2,474	2,625	151	1.19%
Median Age	39.1	39.7	41.1	1.4	0.70%
Households	2,893	2,984	3,111	127	0.84%
% Householders 55+	44.6%	44.1%	44.0%	-0.1	-0.05%
Total Owner-Occupied Housing Units	1,399	1,563	1,645	82	1.03%
Total Renter-Occupied Housing Units	1,494	1,421	1,467	46	0.64%
Owner/Renter Ratio (per 100 renters)	94	110	112	2	0.36%
Median Home Value	-	\$320,503	\$389,667	\$69,164	3.99%
Average Home Value	-	\$354,832	\$474,052	\$119,220	5.96%
Median Household Income	-	\$60,597	\$68,555	\$7,958	2.50%
Median Household Income for Householder 55+	-	\$52,459	\$59,348	\$6,889	2.50%

Population by Age and Sex						
Male Population	Census 2020		2025		2030	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	1,061	100.0%	1,089	100.0%	1,164	100.0%
50-54	170	16.0%	182	16.7%	209	18.0%
55-59	206	19.4%	169	15.5%	183	15.7%
60-64	212	20.0%	185	17.0%	162	13.9%
65-69	163	15.4%	189	17.4%	173	14.9%
70-74	132	12.4%	141	12.9%	166	14.3%
75-79	88	8.3%	112	10.3%	124	10.7%
80-84	42	4.0%	65	6.0%	85	7.3%
85+	48	4.5%	46	4.2%	62	5.3%

Female Population	Census 2020		2025		2030	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	1,403	100.0%	1,386	100.0%	1,460	100.0%
50-54	179	12.8%	192	13.9%	208	14.2%
55-59	245	17.5%	171	12.3%	197	13.5%
60-64	234	16.7%	231	16.7%	177	12.1%
65-69	227	16.2%	206	14.9%	219	15.0%
70-74	177	12.6%	212	15.3%	202	13.8%
75-79	132	9.4%	153	11.0%	194	13.3%
80-84	106	7.6%	106	7.6%	129	8.8%
85+	103	7.3%	115	8.3%	134	9.2%

Total Population	Census 2020		2025		2030	
	Number	% of Total Pop	Number	% of Total Pop	Number	% of Total Pop
Total (50+)	2,464	37.4%	2,474	37.3%	2,625	37.7%
50-54	349	5.3%	374	5.6%	417	6.0%
55-59	451	6.8%	340	5.1%	381	5.5%
60-64	446	6.8%	416	6.3%	338	4.9%
65-69	390	5.9%	395	6.0%	392	5.6%
70-74	309	4.7%	352	5.3%	369	5.3%
75-79	220	3.3%	265	4.0%	318	4.6%
80-84	148	2.2%	170	2.6%	214	3.1%
85+	151	2.3%	162	2.4%	196	2.8%
65+	1,218	18.5%	1,344	20.3%	1,489	21.4%
75+	519	7.9%	597	9.0%	728	10.5%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data.

September 07, 2025

Age 50+ Profile

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2025 Households by Income and Age of Householder 55+								
	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	435	100%	456	100%	423	100%	1,314	100%
<\$15,000	77	17.7%	90	19.7%	89	21.0%	256	19.5%
\$15,000-\$24,999	27	6.2%	32	7.0%	43	10.2%	102	7.8%
\$25,000-\$34,999	23	5.3%	32	7.0%	42	9.9%	97	7.4%
\$35,000-\$49,999	40	9.2%	59	12.9%	72	17.0%	171	13.0%
\$50,000-\$74,999	80	18.4%	71	15.6%	77	18.2%	228	17.4%
\$75,000-\$99,999	39	9.0%	38	8.3%	26	6.1%	103	7.8%
\$100,000-\$149,999	87	20.0%	90	19.7%	53	12.5%	230	17.5%
\$150,000-\$199,999	31	7.1%	24	5.3%	9	2.1%	64	4.9%
\$200,000+	31	7.1%	20	4.4%	14	3.3%	65	4.9%
Median HH Income	\$63,485		\$53,881		\$41,722		\$52,459	
Average HH Income	\$88,145		\$75,396		\$60,379		\$74,669	

2030 Households by Income and Age of Householder 55+								
	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	407	100%	454	100%	509	100%	1,370	100%
<\$15,000	62	15.2%	73	16.1%	94	18.5%	229	16.7%
\$15,000-\$24,999	22	5.4%	24	5.3%	44	8.6%	90	6.6%
\$25,000-\$34,999	19	4.7%	25	5.5%	47	9.2%	91	6.6%
\$35,000-\$49,999	33	8.1%	50	11.0%	80	15.7%	163	11.9%
\$50,000-\$74,999	70	17.2%	74	16.3%	94	18.5%	238	17.4%
\$75,000-\$99,999	36	8.8%	38	8.4%	33	6.5%	107	7.8%
\$100,000-\$149,999	93	22.9%	104	22.9%	76	14.9%	273	19.9%
\$150,000-\$199,999	38	9.3%	37	8.1%	15	2.9%	90	6.6%
\$200,000+	33	8.1%	27	5.9%	27	5.3%	87	6.4%
Median HH Income	\$73,506		\$66,359		\$47,538		\$59,348	
Average HH Income	\$96,810		\$88,935		\$70,927		\$84,708	

Census 2020 Occupied Housing Units by Age of Householder 55+				Number	Percent	% Total HHs
Total				1,291	100.0%	44.6%
Owner Occupied Housing Units				849	65.8%	29.3%
Householder Age 55-64				310	24.0%	10.7%
Householder Age 65-74				288	22.3%	10.0%
Householder Age 75-84				171	13.2%	5.9%
Householder Age 85+				80	6.2%	2.8%
Renter Occupied Housing Units				442	34.2%	15.3%
Householder Age 55-64				203	15.7%	7.0%
Householder Age 65-74				144	11.2%	5.0%
Householder Age 75-84				79	6.1%	2.7%
Householder Age 85+				16	1.2%	0.6%

Data Note: 2025 household income represents an estimate of annual income as of July 1, 2025.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data.

Age 50+ Profile

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Demographic Summary	Census 2020	2025	2030	2025-2030 Change	2025-2030 Annual Rate
Total Population	49,348	48,993	48,429	-564	-0.23%
Population 50+	17,421	17,398	17,759	361	0.41%
Median Age	37.2	38.3	39.8	1.5	0.77%
Households	20,602	20,880	20,809	-71	-0.07%
% Householders 55+	43.8%	44.3%	44.8%	0.5	0.22%
Total Owner-Occupied Housing Units	10,274	10,910	11,112	202	0.37%
Total Renter-Occupied Housing Units	10,328	9,970	9,697	-273	-0.55%
Owner/Renter Ratio (per 100 renters)	99	109	115	6	1.08%
Median Home Value	-	\$304,648	\$381,832	\$77,184	4.62%
Average Home Value	-	\$384,286	\$483,834	\$99,548	4.71%
Median Household Income	-	\$64,112	\$71,463	\$7,351	2.19%
Median Household Income for Householder 55+	-	\$54,470	\$60,833	\$6,363	2.23%

Population by Age and Sex						
Male Population	Census 2020		2025		2030	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	7,682	100.0%	7,764	100.0%	7,868	100.0%
50-54	1,276	16.6%	1,210	15.6%	1,281	16.3%
55-59	1,408	18.3%	1,202	15.5%	1,130	14.4%
60-64	1,446	18.8%	1,359	17.5%	1,173	14.9%
65-69	1,163	15.1%	1,235	15.9%	1,165	14.8%
70-74	998	13.0%	1,027	13.2%	1,096	13.9%
75-79	642	8.4%	852	11.0%	882	11.2%
80-84	354	4.6%	475	6.1%	638	8.1%
85+	395	5.1%	404	5.2%	503	6.4%

Female Population	Census 2020		2025		2030	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	9,739	100.0%	9,632	100.0%	9,888	100.0%
50-54	1,439	14.8%	1,327	13.8%	1,434	14.5%
55-59	1,654	17.0%	1,337	13.9%	1,262	12.8%
60-64	1,639	16.8%	1,542	16.0%	1,304	13.2%
65-69	1,573	16.2%	1,508	15.7%	1,477	14.9%
70-74	1,242	12.8%	1,364	14.2%	1,339	13.5%
75-79	798	8.2%	1,089	11.3%	1,231	12.4%
80-84	624	6.4%	702	7.3%	967	9.8%
85+	770	7.9%	763	7.9%	874	8.8%

Total Population	Census 2020		2025		2030	
	Number	% of Total Pop	Number	% of Total Pop	Number	% of Total Pop
Total (50+)	17,421	35.3%	17,398	35.5%	17,759	36.7%
50-54	2,716	5.5%	2,538	5.2%	2,715	5.6%
55-59	3,062	6.2%	2,539	5.2%	2,393	4.9%
60-64	3,085	6.3%	2,901	5.9%	2,477	5.1%
65-69	2,736	5.5%	2,743	5.6%	2,643	5.5%
70-74	2,240	4.5%	2,391	4.9%	2,435	5.0%
75-79	1,440	2.9%	1,941	4.0%	2,114	4.4%
80-84	979	2.0%	1,178	2.4%	1,605	3.3%
85+	1,165	2.4%	1,167	2.4%	1,377	2.8%
65+	8,560	17.3%	9,420	19.2%	10,174	21.0%
75+	3,584	7.3%	4,286	8.7%	5,096	10.5%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data.

September 07, 2025

Age 50+ Profile

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 Ring: 3 mile radius

Prepared by Esri
 Latitude: 31.98954
 Longitude: -81.10136

2025 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	3,237	100%	3,169	100%	2,850	100%	9,256	100%
<\$15,000	438	13.5%	477	15.1%	471	16.5%	1,386	15.0%
\$15,000-\$24,999	197	6.1%	251	7.9%	306	10.7%	754	8.1%
\$25,000-\$34,999	161	5.0%	239	7.5%	297	10.4%	697	7.5%
\$35,000-\$49,999	341	10.5%	464	14.6%	558	19.6%	1,363	14.7%
\$50,000-\$74,999	659	20.4%	603	19.0%	470	16.5%	1,732	18.7%
\$75,000-\$99,999	414	12.8%	366	11.5%	285	10.0%	1,065	11.5%
\$100,000-\$149,999	500	15.4%	384	12.1%	231	8.1%	1,115	12.0%
\$150,000-\$199,999	241	7.4%	184	5.8%	114	4.0%	539	5.8%
\$200,000+	286	8.8%	201	6.3%	119	4.2%	606	6.5%
Median HH Income	\$66,183		\$54,599		\$43,117		\$54,470	
Average HH Income	\$94,471		\$80,601		\$65,949		\$80,931	

2030 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	2,861	100%	3,106	100%	3,362	100%	9,329	100%
<\$15,000	330	11.5%	406	13.1%	541	16.1%	1,277	13.7%
\$15,000-\$24,999	136	4.8%	195	6.3%	301	9.0%	632	6.8%
\$25,000-\$34,999	112	3.9%	188	6.1%	296	8.8%	596	6.4%
\$35,000-\$49,999	256	8.9%	398	12.8%	587	17.5%	1,241	13.3%
\$50,000-\$74,999	553	19.3%	615	19.8%	564	16.8%	1,732	18.6%
\$75,000-\$99,999	352	12.3%	359	11.6%	350	10.4%	1,061	11.4%
\$100,000-\$149,999	511	17.9%	439	14.1%	330	9.8%	1,280	13.7%
\$150,000-\$199,999	277	9.7%	230	7.4%	188	5.6%	695	7.4%
\$200,000+	333	11.6%	276	8.9%	205	6.1%	814	8.7%
Median HH Income	\$77,378		\$62,433		\$48,480		\$60,833	
Average HH Income	\$108,210		\$93,501		\$76,315		\$91,828	

Census 2020 Occupied Housing Units by Age of Householder 55+

	Number	Percent	% Total HHs
Total	9,025	100.0%	43.8%
Owner Occupied Housing Units	6,084	67.4%	29.5%
Householder Age 55-64	2,270	25.2%	11.0%
Householder Age 65-74	2,169	24.0%	10.5%
Householder Age 75-84	1,143	12.7%	5.5%
Householder Age 85+	502	5.6%	2.4%
Renter Occupied Housing Units	2,941	32.6%	14.3%
Householder Age 55-64	1,368	15.2%	6.6%
Householder Age 65-74	888	9.8%	4.3%
Householder Age 75-84	429	4.8%	2.1%
Householder Age 85+	256	2.8%	1.2%

Data Note: 2025 household income represents an estimate of annual income as of July 1, 2025.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data.

Age 50+ Profile

8510 Whitefield Ave, Savannah, Georgia, 31406
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 31.98954
 Longitude: -81.10136

Demographic Summary	Census 2020	2025	2030	2025-2030 Change	2025-2030 Annual Rate
Total Population	119,997	118,601	117,489	-1,112	-0.19%
Population 50+	42,932	43,073	43,989	916	0.42%
Median Age	37.2	38.4	39.9	1.5	0.77%
Households	48,936	49,431	49,538	107	0.04%
% Householders 55+	46.2%	46.8%	47.4%	0.6	0.26%
Total Owner-Occupied Housing Units	25,694	27,182	27,695	513	0.37%
Total Renter-Occupied Housing Units	23,242	22,249	21,843	-406	-0.37%
Owner/Renter Ratio (per 100 renters)	111	122	127	5	0.81%
Median Home Value	-	\$324,305	\$405,537	\$81,232	4.57%
Average Home Value	-	\$416,895	\$510,654	\$93,759	4.14%
Median Household Income	-	\$63,450	\$70,809	\$7,359	2.22%
Median Household Income for Householder 55+	-	\$53,775	\$60,570	\$6,795	2.41%

Population by Age and Sex						
Male Population	Census 2020		2025		2030	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	18,960	100.0%	19,274	100.0%	19,575	100.0%
50-54	3,083	16.3%	2,950	15.3%	3,030	15.5%
55-59	3,393	17.9%	2,908	15.1%	2,760	14.1%
60-64	3,495	18.4%	3,264	16.9%	2,839	14.5%
65-69	3,047	16.1%	3,180	16.5%	3,005	15.4%
70-74	2,503	13.2%	2,668	13.8%	2,811	14.4%
75-79	1,593	8.4%	2,194	11.4%	2,365	12.1%
80-84	963	5.1%	1,193	6.2%	1,643	8.4%
85+	883	4.7%	917	4.8%	1,122	5.7%

Female Population	Census 2020		2025		2030	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	23,972	100.0%	23,798	100.0%	24,415	100.0%
50-54	3,455	14.4%	3,154	13.3%	3,318	13.6%
55-59	3,928	16.4%	3,222	13.5%	3,036	12.4%
60-64	4,175	17.4%	3,748	15.7%	3,234	13.2%
65-69	3,874	16.2%	3,952	16.6%	3,711	15.2%
70-74	3,217	13.4%	3,455	14.5%	3,629	14.9%
75-79	2,142	8.9%	2,860	12.0%	3,170	13.0%
80-84	1,465	6.1%	1,714	7.2%	2,340	9.6%
85+	1,716	7.2%	1,693	7.1%	1,977	8.1%

Total Population	Census 2020		2025		2030	
	Number	% of Total Pop	Number	% of Total Pop	Number	% of Total Pop
Total (50+)	42,932	35.8%	43,073	36.3%	43,989	37.4%
50-54	6,538	5.4%	6,104	5.1%	6,348	5.4%
55-59	7,321	6.1%	6,130	5.2%	5,796	4.9%
60-64	7,670	6.4%	7,012	5.9%	6,073	5.2%
65-69	6,921	5.8%	7,131	6.0%	6,716	5.7%
70-74	5,719	4.8%	6,123	5.2%	6,440	5.5%
75-79	3,735	3.1%	5,055	4.3%	5,535	4.7%
80-84	2,428	2.0%	2,908	2.5%	3,982	3.4%
85+	2,598	2.2%	2,610	2.2%	3,099	2.6%
65+	21,401	17.8%	23,827	20.1%	25,772	21.9%
75+	8,761	7.3%	10,573	8.9%	12,616	10.7%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data.

September 07, 2025

Age 50+ Profile

8510 Whitefield Ave, Savannah, Georgia, 31406
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 31.98954
 Longitude: -81.10136

2025 Households by Income and Age of Householder 55+								
	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	7,755	100%	8,447	100%	6,949	100%	23,151	100%
<\$15,000	1,181	15.2%	1,220	14.4%	1,037	14.9%	3,438	14.9%
\$15,000-\$24,999	458	5.9%	652	7.7%	750	10.8%	1,860	8.0%
\$25,000-\$34,999	495	6.4%	768	9.1%	752	10.8%	2,015	8.7%
\$35,000-\$49,999	871	11.2%	1,316	15.6%	1,265	18.2%	3,452	14.9%
\$50,000-\$74,999	1,356	17.5%	1,375	16.3%	1,155	16.6%	3,886	16.8%
\$75,000-\$99,999	894	11.5%	931	11.0%	737	10.6%	2,562	11.1%
\$100,000-\$149,999	1,164	15.0%	1,078	12.8%	672	9.7%	2,914	12.6%
\$150,000-\$199,999	558	7.2%	482	5.7%	245	3.5%	1,285	5.6%
\$200,000+	777	10.0%	624	7.4%	336	4.8%	1,737	7.5%
Median HH Income	\$63,859		\$53,518		\$45,011		\$53,775	
Average HH Income	\$96,106		\$84,012		\$69,915		\$83,839	

2030 Households by Income and Age of Householder 55+								
	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	6,929	100%	8,326	100%	8,234	100%	23,489	100%
<\$15,000	916	13.2%	1,090	13.1%	1,195	14.5%	3,201	13.6%
\$15,000-\$24,999	317	4.6%	525	6.3%	745	9.0%	1,587	6.8%
\$25,000-\$34,999	365	5.3%	637	7.7%	769	9.3%	1,771	7.5%
\$35,000-\$49,999	666	9.6%	1,149	13.8%	1,363	16.6%	3,178	13.5%
\$50,000-\$74,999	1,171	16.9%	1,370	16.5%	1,361	16.5%	3,902	16.6%
\$75,000-\$99,999	790	11.4%	934	11.2%	891	10.8%	2,615	11.1%
\$100,000-\$149,999	1,197	17.3%	1,208	14.5%	920	11.2%	3,325	14.2%
\$150,000-\$199,999	628	9.1%	581	7.0%	398	4.8%	1,607	6.8%
\$200,000+	879	12.7%	832	10.0%	593	7.2%	2,304	9.8%
Median HH Income	\$75,717		\$61,627		\$50,566		\$60,570	
Average HH Income	\$109,303		\$96,011		\$80,828		\$94,606	

Census 2020 Occupied Housing Units by Age of Householder 55+				Number	Percent	% Total HHs
Total				22,606	100.0%	46.2%
Owner Occupied Housing Units				15,764	69.7%	32.2%
Householder Age 55-64				5,617	24.8%	11.5%
Householder Age 65-74				5,859	25.9%	12.0%
Householder Age 75-84				3,077	13.6%	6.3%
Householder Age 85+				1,211	5.4%	2.5%
Renter Occupied Housing Units				6,842	30.3%	14.0%
Householder Age 55-64				3,263	14.4%	6.7%
Householder Age 65-74				2,181	9.6%	4.5%
Householder Age 75-84				927	4.1%	1.9%
Householder Age 85+				471	2.1%	1.0%

Data Note: 2025 household income represents an estimate of annual income as of July 1, 2025.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data.

September 07, 2025


Disability Characteristics		
Note: The table shown may have been modified by user selections. Some information may be missing.		
DATA NOTES		
TABLE ID:	S1810	
SURVEY/PROGRAM:	American Community Survey	
VINTAGE:	2023	
DATASET:	ACSST1Y2023	
PRODUCT:	ACS 1-Year Estimates Subject Tables	
UNIVERSE:	None	
MLA:	U.S. Census Bureau, U.S. Department of Commerce. "Disability Characteristics." American Community Survey, ACS 1-Year Estimates Subject Tables, Table S1810, . Accessed on 8 Sep 2025.	
API URL:	https://api.census.gov/data/2023/acs/acs1/subject	

Table: ACSST1Y2023.S1810

	Savannah city, Georgia					
	Total		With a disability		Percent with a disability	
Label	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
Total civilian noninstitutionalized population	141,912	±544	24,661	±3,459	17.4%	±2.4
With a cognitive difficulty						
Population 75 years and over	8,291	±1,239	1,533	±592	18.5%	±6.6
With an ambulatory difficulty						
Population 75 years and over	8,291	±1,239	2,637	±746	31.8%	±7.5
With a self-care difficulty						
Population 75 years and over	8,291	±1,239	1,150	±587	13.9%	±6.4
With an independent living difficulty						
Population 75 years and over	8,291	±1,239	2,133	±690	25.7%	±7.3