2026

Arnoldsville, GA Market Analysis

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Market Analysis Methodology

This market demand analysis using a defined methodology is being conducted to examine a potential disposition of a 14-unit Personal Care Home licensed for 24 beds in Arnoldsville, GA (Oglethorpe County) PMA (15-mile radius). Our analysis will show demand estimates for Assisted Living in 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. Many 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. 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 people in the 50-64 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 the immigration of seniors into markets with large adult child populations is common. This phenomenon is largely since 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, 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 people in the age 50-64 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 units 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 units 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.

Demand Assumptions

To determine the potential need for a Senior Living program in each market, we will make four assumptions:

1. As indicated earlier, the probable extent of the Arnoldsville PMA is assumed to be a 15-mile radius in and around the property site in Arnoldsville, GA.

2. In addition to the prospects, we will expect to derive from the primary market itself, we will expect an achievable penetration by Target Group as follows:

   - 2.02% Achievable Penetration for Target Group 1 – Age 65+
   - 6.63% Achievable Penetration for Target Group 2 – Age 75+
   - 21.60% Achievable Penetration for Target Group 3 – Age 75+ earning above $50,000 per year
   - 1.14% Achievable Penetration for Target Group 4 – Age 50 to 64

   We then take an average of the four Target Groups we arrive at a projected demand for Senior Living units today, and 2030.

3. The Beaufort facility is approximately 92% stabilized as of 2026, we will make population projections for determining whether there will be enough demand for the number of units to be utilized.

4. For estimating the need for additional Senior living units in the Beaufort, SC PMA, we must deduct all the existing units operating within the same market as well as units under development that will be operating currently.

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

Demand Calculation

The enclosed spreadsheet, Senior Living Unmet Demand, incorporates all the assumptions presented above to estimate the probable need for Senior Living units in the Beaufort market, for both current and 2030. The spreadsheet first starts by estimating demand for Senior living in the Beaufort PMA using our methodology described above and *ESRI Demographics*.

After deducting the existing inventory provided by the *South Carolina Department of Public Health* for licensed facilities, we are left with the Unmet Demand for additional units.

The total demand is **588** Assisted Living beds today, growing to **1177** in 2030 in the PMA, a 100% increase. There is a total of **30** Assisted Living units (including subject property) within the 10-mile PMA with **0** units under construction.

As the model indicates, the Unmet Demand for Assisted Living units in the Beaufort PMA totals **558** beds, growing to **1147** units in 2030, an105 % increase.

PMA DEMOGRAPHICS – 15 MILE RADIUS

	55 to 64	65 to 74	75+
Average HHI	$106,579	$99,487	$85,746
Average Net Worth	$1,294,483	$1,897,489	$1,985,503

Average home value: $373,210

Reference: ESRI

DISABILITY STATISTICS AGE 75+ IN OGLETHORPE COUNTY

- Cognitive Difficulty (e.g., Alzheimer's): **9.6**%
- Ambulatory Difficulty: **21.7**%
- Self-Care: **2.0**%
- Independent Living Difficulty: **19.7**%

Reference: US Census American Community Survey

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.*

Unmet Demand

PMA: 15-Mile Radius

2026 Income-Qualified Households			MARKET PENETRATION*** 0.25%
Age	Achievable Penetration	Senior Qualified Hholds *	#Draw from Qualified AL
65+	2.020%	28,131	568
75+	6.630%	12,120	804
75+ | $75K+	21.600%	3,128	676
55 - 64	1.140%	26,707	304
		Mean	**588**

2031 Income-Qualified Households			
Age	Achievable Penetration	Senior Qualified Hholds *	#Draw from Qualified AL
65+	2.020%	30,978	626
75+	6.630%	14,659	972
75+ | $75K+	21.600%	12,952	2798
55-64	1.140%	27,418	313
		Mean	**1,177**

		2026	**2031**
1.	SNF Calculated Market Potential	588	1,177
2.	Identified Competitive Units in Market Area **	30	30
3.	Identified Units under Construction in Market Area	0	0
4.	UNMET Assisted Living DEMAND [Line 1 - Line 2]	558	1,147

References:

* ESRI Demographics Data

** GA DCH

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Name	Facility Type	Address	City	State	Zip	County	Bed Capacity	Telephone	Effective Date of License	Administrator	Email
RAINBOW SENIOR CARE HOME	PERSONAL CARE HOME	109 MEYER FARM ROAD	ARNOLDSVILLE	GA	30619	OGLETHORPE	24	706-899-0321	10/19/2021 12:00:00 AM	AJARATU AJANI	danielajani2@gmail.com
CEDAR GROVE PERSONAL CARE HOME	PERSONAL CARE HOME	245 SOUTH WOODLAWN DRIVE	CRAWFORD	GA	30630	OGLETHORPE	6	7067496133	03/06/2020	Ms LANIECE APPLING	cedargrovepch@gmail.com

Age 50+ Profile

109 Meyer Farm Rd, Arnoldsville, Georgia, 30619

Ring: 5 mile radius

Demographic Summary	Census 2020	2026	2031	2026-2031 Change	2026-2031 Annual Rate
Total Population	9,255	9,828	10,187	359	0.72%
Population 50+	3,712	4,090	4,345	255	1.22%
Median Age	42.5	43.3	44.2	0.9	0.41%
Households	3,584	3,830	3,987	157	0.81%
% Householders 55+	50.2%	51.6%	52.7%	1.1	0.42%
Total Owner-Occupied Housing Units	2,764	3,009	3,187	178	1.16%
Total Renter-Occupied Housing Units	820	821	800	-21	-0.52%
Owner/Renter Ratio (per 100 renters)	337	367	398	31	1.64%
Median Home Value	-	$285,799	$366,914	$81,115	5.12%
Average Home Value	-	$313,460	$414,458	$100,998	5.74%
Median HH Income	-	$68,450	$78,931	$10,481	2.89%
Median HH Income for Householder 55+	-	$63,036	$73,198	$10,162	3.03%

	Census 2020		
Occupied Housing Units by Age of Householder 55+	Number	Percent	% Total HHs
Total	1,799	100.0%	50.2%
Owner Occupied Housing Units	1,537	85.4%	42.9%
Householder Age 55-64	585	32.5%	16.3%
Householder Age 65-74	605	33.6%	16.9%
Householder Age 75-84	289	16.1%	8.1%
Householder Age 85+	58	3.2%	1.6%
Renter Occupied Housing Units	262	14.6%	7.3%
Householder Age 55-64	129	7.2%	3.6%
Householder Age 65-74	79	4.4%	2.2%
Householder Age 75-84	43	2.4%	1.2%
Householder Age 85+	11	0.6%	0.3%

Source: Esri forecasts for 2026 and 2031. U.S. Census Bureau 2020 decennial Census data.

Population by Age and Sex

	Census 2020		2026		2031	
Male Population	**Number**	**% of 50+**	**Number**	**% of 50+**	**Number**	**% of 50+**
Total (50+)	1,751	100.0%	1,950	100.0%	2,081	100.0%
50-54	307	17.5%	329	16.9%	334	16.0%
55-59	323	18.4%	325	16.7%	331	15.9%
60-64	286	16.3%	302	15.5%	305	14.7%
65-69	294	16.8%	320	16.4%	331	15.9%
70-74	253	14.4%	289	14.8%	311	14.9%
75-79	149	8.5%	202	10.4%	229	11.0%
80-84	86	4.9%	115	5.9%	151	7.3%
85+	53	3.0%	68	3.5%	89	4.3%
Female Population	**Number**	**% of 50+**	**Number**	**% of 50+**	**Number**	**% of 50+**
Total (50+)	1,961	100.0%	2,141	100.0%	2,265	100.0%
50-54	350	17.8%	350	16.3%	324	14.3%
55-59	328	16.7%	347	16.2%	340	15.0%
60-64	316	16.1%	350	16.3%	368	16.2%
65-69	344	17.5%	324	15.1%	367	16.2%
70-74	235	12.0%	306	14.3%	285	12.6%
75-79	195	9.9%	210	9.8%	282	12.5%
80-84	104	5.3%	148	6.9%	156	6.9%
85+	89	4.5%	106	5.0%	143	6.3%
Total Population	**Number**	**% of Total Pop**	**Number**	**% of Total Pop**	**Number**	**% of Total Pop**
Total (50+)	3,712	40.1%	4,090	41.6%	4,345	42.6%
50-54	657	7.1%	680	6.9%	659	6.5%
55-59	651	7.0%	672	6.8%	670	6.6%
60-64	602	6.5%	652	6.6%	673	6.6%
65-69	638	6.9%	643	6.5%	697	6.8%
70-74	487	5.3%	595	6.1%	597	5.9%
75-79	343	3.7%	412	4.2%	510	5.0%
80-84	190	2.1%	262	2.7%	307	3.0%
85+	141	1.5%	174	1.8%	232	2.3%
65+	1,799	19.4%	2,086	21.2%	2,343	23.0%
75+	674	7.3%	848	8.6%	1,049	10.3%

Source: Esri forecasts for 2026 and 2031. U.S. Census Bureau 2020 decennial Census data.

2026 Households by Income and Age of Householder 55+	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	740	100.0%	733	100.0%	502	100.0%	1,975	100.0%
<$10,000	47	6.3%	51	7.0%	25	5.0%	123	18.3%
$10,000-$14,999	28	3.8%	45	6.1%	22	4.4%	95	14.3%
$15,000-$19,999	10	1.4%	32	4.4%	28	5.6%	70	11.3%
$20,000-$24,999	23	3.1%	43	5.9%	53	10.6%	119	19.5%
$25,000-$29,999	13	1.8%	17	2.3%	28	5.6%	58	9.7%
$30,000-$34,999	16	2.2%	19	2.6%	34	6.8%	69	11.5%
$35,000-$39,999	8	1.1%	32	4.4%	10	2.0%	50	7.4%
$40,000-$44,999	28	3.8%	40	5.5%	13	2.6%	81	11.8%
$45,000-$49,999	38	5.1%	33	4.5%	11	2.2%	82	11.8%
$50,000-$59,999	99	13.4%	50	6.8%	43	8.6%	192	28.8%
$60,000-$74,999	105	14.2%	49	6.7%	44	8.8%	198	29.6%
$75,000-$99,999	95	12.8%	76	10.4%	57	11.3%	228	34.6%
$100,000-$124,999	66	8.9%	78	10.6%	37	7.4%	181	26.9%
$125,000-$149,999	53	7.2%	45	6.1%	23	4.6%	121	17.9%
$150,000-$199,999	66	8.9%	74	10.1%	56	11.2%	196	30.2%
$200,000-$249,999	20	2.7%	20	2.7%	11	2.2%	51	7.6%
$250,000-$299,999	6	0.8%	9	1.2%	2	0.4%	17	2.4%
$300,000-$399,999	10	1.4%	11	1.5%	1	0.2%	22	3.0%
$400,000-$499,999	2	0.3%	1	0.1%	1	0.2%	4	0.6%
$500,000+	7	0.9%	8	1.1%	1	0.2%	16	2.2%
Median HH Income	$67,635		$61,165		$55,619		$63,036	
Average HH Income	$91,468		$88,772		$74,760		$86,308	

Data Note: 2026 household income represents an estimate of annual income as of July 1, 2026.

Source: Esri forecasts for 2026 and 2031. U.S. Census Bureau 2020 decennial Census data.

2031 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	737	100.0%	755	100.0%	612	100.0%	2,104	100.0%
<$10,000	42	5.7%	55	7.3%	33	5.4%	130	18.4%
$10,000-$14,999	25	3.4%	39	5.2%	22	3.6%	86	12.2%
$15,000-$19,999	8	1.1%	22	2.9%	26	4.3%	56	8.2%
$20,000-$24,999	17	2.3%	40	5.3%	52	8.5%	109	16.1%
$25,000-$29,999	10	1.4%	14	1.9%	24	3.9%	48	7.1%
$30,000-$34,999	11	1.5%	17	2.3%	35	5.7%	63	9.5%
$35,000-$39,999	9	1.2%	27	3.6%	10	1.6%	46	6.4%
$40,000-$44,999	20	2.7%	33	4.4%	17	2.8%	70	9.9%
$45,000-$49,999	32	4.3%	32	4.2%	14	2.3%	78	10.9%
$50,000-$59,999	98	13.3%	45	6.0%	53	8.7%	196	27.9%
$60,000-$74,999	92	12.5%	45	6.0%	51	8.3%	188	26.8%
$75,000-$99,999	98	13.3%	77	10.2%	72	11.8%	247	35.3%
$100,000-$124,999	72	9.8%	80	10.6%	50	8.2%	202	28.5%
$125,000-$149,999	63	8.6%	51	6.8%	34	5.6%	148	20.9%
$150,000-$199,999	81	11.0%	100	13.3%	91	14.9%	272	39.1%
$200,000-$249,999	26	3.5%	31	4.1%	21	3.4%	78	11.1%
$250,000-$299,999	10	1.4%	14	1.9%	4	0.7%	28	3.9%
$300,000-$399,999	15	2.0%	18	2.4%	1	0.2%	34	4.6%
$400,000-$499,999	2	0.3%	1	0.1%	1	0.2%	4	0.6%
$500,000+	8	1.1%	9	1.2%	2	0.3%	19	2.6%
Median HH Income	$76,060		$76,532		$65,336		$73,198	
Average HH Income	$102,999		$103,092		$86,364		$98,287	

Data Note: 2026 household income represents an estimate of annual income as of July 1, 2026.

Source: Esri forecasts for 2026 and 2031. U.S. Census Bureau 2020 decennial Census data.

Age 50+ Profile

109 Meyer Farm Rd, Arnoldsville, Georgia, 30619

Ring: 10 mile radius

Demographic Summary	Census 2020	2026	2031	2026-2031 Change	2026-2031 Annual Rate
Total Population	89,123	93,023	94,775	1,752	0.37%
Population 50+	22,581	23,866	25,218	1,352	1.11%
Median Age	27.9	28.6	29.4	0.8	0.55%
Households	34,134	36,277	37,582	1,305	0.71%
% Householders 55+	34.3%	34.2%	34.8%	0.6	0.35%
Total Owner-Occupied Housing Units	15,352	16,703	17,592	889	1.04%
Total Renter-Occupied Housing Units	18,782	19,574	19,990	416	0.42%
Owner/Renter Ratio (per 100 renters)	82	85	88	3	0.70%
Median Home Value	-	$285,832	$360,593	$74,761	4.76%
Average Home Value	-	$320,051	$410,297	$90,246	5.09%
Median HH Income	-	$55,836	$63,598	$7,762	2.64%
Median HH Income for Householder 55+	-	$63,896	$75,226	$11,330	3.32%

	Census 2020		
Occupied Housing Units by Age of Householder 55+	Number	Percent	% Total HHs
Total	11,718	100.0%	34.3%
Owner Occupied Housing Units	8,468	72.3%	24.8%
Householder Age 55-64	3,238	27.6%	9.5%
Householder Age 65-74	3,104	26.5%	9.1%
Householder Age 75-84	1,648	14.1%	4.8%
Householder Age 85+	478	4.1%	1.4%
Renter Occupied Housing Units	3,250	27.7%	9.5%
Householder Age 55-64	1,723	14.7%	5.0%
Householder Age 65-74	975	8.3%	2.9%
Householder Age 75-84	424	3.6%	1.2%
Householder Age 85+	128	1.1%	0.4%

Source: Esri forecasts for 2026 and 2031. U.S. Census Bureau 2020 decennial Census data.

Population by Age and Sex

	Census 2020		2026		2031	
Male Population	**Number**	**% of 50+**	**Number**	**% of 50+**	**Number**	**% of 50+**
Total (50+)	10,347	100.0%	11,075	100.0%	11,723	100.0%
50-54	1,865	18.0%	1,934	17.5%	2,092	17.8%
55-59	1,953	18.9%	1,827	16.5%	1,843	15.7%
60-64	1,898	18.3%	1,847	16.7%	1,762	15.0%
65-69	1,655	16.0%	1,854	16.7%	1,795	15.3%
70-74	1,303	12.6%	1,483	13.4%	1,668	14.2%
75-79	885	8.6%	1,034	9.3%	1,194	10.2%
80-84	472	4.6%	693	6.3%	797	6.8%
85+	316	3.1%	403	3.6%	572	4.9%
Female Population	**Number**	**% of 50+**	**Number**	**% of 50+**	**Number**	**% of 50+**
Total (50+)	12,234	100.0%	12,790	100.0%	13,494	100.0%
50-54	2,091	17.1%	2,094	16.4%	2,110	15.6%
55-59	2,129	17.4%	1,919	15.0%	1,947	14.4%
60-64	2,148	17.6%	2,070	16.2%	1,977	14.7%
65-69	1,945	15.9%	2,005	15.7%	1,984	14.7%
70-74	1,544	12.6%	1,802	14.1%	1,894	14.0%
75-79	1,119	9.1%	1,377	10.8%	1,645	12.2%
80-84	678	5.5%	876	6.8%	1,091	8.1%
85+	580	4.7%	647	5.1%	846	6.3%
Total Population	**Number**	**% of Total Pop**	**Number**	**% of Total Pop**	**Number**	**% of Total Pop**
Total (50+)	22,581	25.3%	23,866	25.7%	25,218	26.6%
50-54	3,956	4.4%	4,028	4.3%	4,202	4.4%
55-59	4,083	4.6%	3,747	4.0%	3,789	4.0%
60-64	4,046	4.5%	3,917	4.2%	3,739	3.9%
65-69	3,600	4.0%	3,859	4.1%	3,780	4.0%
70-74	2,848	3.2%	3,285	3.5%	3,563	3.8%
75-79	2,005	2.2%	2,411	2.6%	2,839	3.0%
80-84	1,150	1.3%	1,570	1.7%	1,888	2.0%
85+	897	1.0%	1,049	1.1%	1,418	1.5%
65+	10,500	11.8%	12,174	13.1%	13,488	14.2%
75+	4,052	4.5%	5,030	5.4%	6,145	6.5%

Source: Esri forecasts for 2026 and 2031. U.S. Census Bureau 2020 decennial Census data.

2026 Households by Income and Age of Householder 55+	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	4,668	100.0%	4,486	100.0%	3,242	100.0%	12,396	100.0%
<$10,000	236	5.1%	183	4.1%	192	5.9%	611	15.1%
$10,000-$14,999	208	4.5%	197	4.4%	197	6.1%	602	14.9%
$15,000-$19,999	87	1.9%	239	5.3%	132	4.1%	458	11.3%
$20,000-$24,999	153	3.3%	246	5.5%	170	5.2%	569	14.0%
$25,000-$29,999	136	2.9%	95	2.1%	146	4.5%	377	9.5%
$30,000-$34,999	165	3.5%	147	3.3%	267	8.2%	579	15.1%
$35,000-$39,999	165	3.5%	311	6.9%	68	2.1%	544	12.6%
$40,000-$44,999	364	7.8%	242	5.4%	72	2.2%	678	15.4%
$45,000-$49,999	233	5.0%	183	4.1%	42	1.3%	458	10.4%
$50,000-$59,999	309	6.6%	344	7.7%	326	10.1%	979	24.4%
$60,000-$74,999	372	8.0%	375	8.4%	389	12.0%	1,136	28.3%
$75,000-$99,999	527	11.3%	485	10.8%	390	12.0%	1,402	34.1%
$100,000-$124,999	562	12.0%	521	11.6%	273	8.4%	1,356	32.1%
$125,000-$149,999	336	7.2%	245	5.5%	146	4.5%	727	17.2%
$150,000-$199,999	452	9.7%	282	6.3%	256	7.9%	990	23.9%
$200,000-$249,999	167	3.6%	160	3.6%	112	3.5%	439	10.6%
$250,000-$299,999	54	1.2%	68	1.5%	22	0.7%	144	3.4%
$300,000-$399,999	70	1.5%	93	2.1%	25	0.8%	188	4.3%
$400,000-$499,999	13	0.3%	15	0.3%	5	0.1%	33	0.8%
$500,000+	58	1.2%	56	1.3%	11	0.3%	125	2.8%
Median HH Income	$70,631		$61,900		$60,257		$63,896	
Average HH Income	$94,786		$90,445		$77,265		$88,640	

Data Note: 2026 household income represents an estimate of annual income as of July 1, 2026.

Source: Esri forecasts for 2026 and 2031. U.S. Census Bureau 2020 decennial Census data.

2031 Households by Income and Age of Householder 55+	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	4,561	100.0%	4,590	100.0%	3,943	100.0%	13,094	100.0%
<$10,000	206	4.5%	190	4.1%	231	5.9%	627	14.5%
$10,000-$14,999	168	3.7%	171	3.7%	193	4.9%	532	12.3%
$15,000-$19,999	62	1.4%	201	4.4%	119	3.0%	382	8.8%
$20,000-$24,999	113	2.5%	223	4.9%	165	4.2%	501	11.5%
$25,000-$29,999	100	2.2%	85	1.9%	139	3.5%	324	7.6%
$30,000-$34,999	132	2.9%	130	2.8%	273	6.9%	535	12.6%
$35,000-$39,999	141	3.1%	295	6.4%	75	1.9%	511	11.4%
$40,000-$44,999	301	6.6%	214	4.7%	86	2.2%	601	13.4%
$45,000-$49,999	206	4.5%	177	3.9%	53	1.3%	436	9.7%
$50,000-$59,999	283	6.2%	332	7.2%	381	9.7%	996	23.1%
$60,000-$74,999	309	6.8%	337	7.3%	438	11.1%	1,084	25.2%
$75,000-$99,999	514	11.3%	498	10.8%	506	12.8%	1,518	35.0%
$100,000-$124,999	598	13.1%	539	11.7%	370	9.4%	1,507	34.2%
$125,000-$149,999	398	8.7%	279	6.1%	212	5.4%	889	20.2%
$150,000-$199,999	552	12.1%	356	7.8%	411	10.4%	1,319	30.3%
$200,000-$249,999	224	4.9%	229	5.0%	188	4.8%	641	14.7%
$250,000-$299,999	76	1.7%	104	2.3%	39	1.0%	219	4.9%
$300,000-$399,999	105	2.3%	147	3.2%	41	1.0%	293	6.5%
$400,000-$499,999	10	0.2%	12	0.3%	3	0.1%	25	0.6%
$500,000+	64	1.4%	70	1.5%	20	0.5%	154	3.4%
Median HH Income	$86,047		$71,884		$67,968		$75,226	
Average HH Income	$108,860		$103,970		$88,777		$101,098	

Data Note: 2026 household income represents an estimate of annual income as of July 1, 2026.

Source: Esri forecasts for 2026 and 2031. U.S. Census Bureau 2020 decennial Census data.

Age 50+ Profile

109 Meyer Farm Rd, Arnoldsville, Georgia, 30619

Ring: 15 mile radius

Demographic Summary	Census 2020	2026	2031	2026-2031 Change	2026-2031 Annual Rate
Total Population	178,589	186,971	191,453	4,482	0.47%
Population 50+	51,017	54,838	58,396	3,558	1.27%
Median Age	31.1	32.0	33.3	1.3	0.80%
Households	69,813	74,526	77,331	2,805	0.74%
% Householders 55+	37.3%	37.6%	38.6%	1.0	0.53%
Total Owner-Occupied Housing Units	34,876	38,396	40,659	2,263	1.15%
Total Renter-Occupied Housing Units	34,937	36,130	36,671	541	0.30%
Owner/Renter Ratio (per 100 renters)	100	106	111	5	0.93%
Median Home Value	-	$312,243	$387,855	$75,612	4.43%
Average Home Value	-	$373,210	$467,110	$93,900	4.59%
Median HH Income	-	$63,445	$76,140	$12,695	3.72%
Median HH Income for Householder 55+	-	$67,521	$80,945	$13,424	3.69%

	Census 2020		
Occupied Housing Units by Age of Householder 55+	Number	Percent	% Total HHs
Total	26,059	100.0%	37.3%
Owner Occupied Housing Units	18,896	72.5%	27.1%
Householder Age 55-64	7,277	27.9%	10.4%
Householder Age 65-74	6,923	26.6%	9.9%
Householder Age 75-84	3,619	13.9%	5.2%
Householder Age 85+	1,077	4.1%	1.5%
Renter Occupied Housing Units	7,163	27.5%	10.3%
Householder Age 55-64	3,527	13.5%	5.1%
Householder Age 65-74	2,175	8.3%	3.1%
Householder Age 75-84	1,021	3.9%	1.5%
Householder Age 85+	440	1.7%	0.6%

Source: Esri forecasts for 2026 and 2031. U.S. Census Bureau 2020 decennial Census data.

Population by Age and Sex						
	Census 2020		2026		2031	
Male Population	**Number**	**% of 50+**	**Number**	**% of 50+**	**Number**	**% of 50+**
Total (50+)	23,336	100.0%	25,435	100.0%	27,065	100.0%
50-54	4,212	18.0%	4,602	18.1%	4,849	17.9%
55-59	4,291	18.4%	4,199	16.5%	4,370	16.1%
60-64	4,147	17.8%	4,168	16.4%	4,110	15.2%
65-69	3,740	16.0%	3,974	15.6%	3,992	14.7%
70-74	3,054	13.1%	3,409	13.4%	3,648	13.5%
75-79	2,022	8.7%	2,531	10.0%	2,812	10.4%
80-84	1,091	4.7%	1,562	6.1%	1,921	7.1%
85+	779	3.3%	990	3.9%	1,363	5.0%
Female Population	**Number**	**% of 50+**	**Number**	**% of 50+**	**Number**	**% of 50+**
Total (50+)	27,681	100.0%	29,401	100.0%	31,330	100.0%
50-54	4,602	16.6%	4,806	16.3%	4,949	15.8%
55-59	4,677	16.9%	4,455	15.2%	4,640	14.8%
60-64	4,801	17.3%	4,475	15.2%	4,500	14.4%
65-69	4,406	15.9%	4,621	15.7%	4,411	14.1%
70-74	3,571	12.9%	4,007	13.6%	4,268	13.6%
75-79	2,531	9.1%	3,246	11.0%	3,692	11.8%
80-84	1,557	5.6%	2,061	7.0%	2,649	8.5%
85+	1,536	5.5%	1,730	5.9%	2,221	7.1%
Total Population	**Number**	**% of Total Pop**	**Number**	**% of Total Pop**	**Number**	**% of Total Pop**
Total (50+)	51,017	28.6%	54,838	29.3%	58,396	30.5%
50-54	8,814	4.9%	9,409	5.0%	9,798	5.1%
55-59	8,968	5.0%	8,654	4.6%	9,010	4.7%
60-64	8,948	5.0%	8,644	4.6%	8,610	4.5%
65-69	8,146	4.6%	8,595	4.6%	8,403	4.4%
70-74	6,624	3.7%	7,416	4.0%	7,916	4.1%
75-79	4,553	2.5%	5,777	3.1%	6,504	3.4%
80-84	2,648	1.5%	3,623	1.9%	4,570	2.4%
85+	2,315	1.3%	2,720	1.5%	3,585	1.9%
65+	24,286	13.6%	28,131	15.0%	30,978	16.2%
75+	9,516	5.3%	12,120	6.5%	14,659	7.7%

Source: Esri forecasts for 2026 and 2031. U.S. Census Bureau 2020 decennial Census data.

2026 Households by Income and Age of Householder 55+	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	10,422	100.0%	9,868	100.0%	7,705	100.0%	27,995	100.0%
<$10,000	510	4.9%	392	4.0%	414	5.4%	1,316	14.2%
$10,000-$14,999	314	3.0%	379	3.8%	406	5.3%	1,099	12.1%
$15,000-$19,999	129	1.2%	405	4.1%	232	3.0%	766	8.3%
$20,000-$24,999	246	2.4%	534	5.4%	373	4.8%	1,153	12.6%
$25,000-$29,999	374	3.6%	253	2.6%	444	5.8%	1,071	11.9%
$30,000-$34,999	633	6.1%	368	3.7%	742	9.6%	1,743	19.4%
$35,000-$39,999	374	3.6%	684	6.9%	163	2.1%	1,221	12.6%
$40,000-$44,999	568	5.5%	579	5.9%	160	2.1%	1,307	13.4%
$45,000-$49,999	487	4.7%	513	5.2%	132	1.7%	1,132	11.6%
$50,000-$59,999	640	6.1%	618	6.3%	655	8.5%	1,913	20.9%
$60,000-$74,999	755	7.2%	713	7.2%	855	11.1%	2,323	25.6%
$75,000-$99,999	1,181	11.3%	1,188	12.0%	1,068	13.9%	3,437	37.2%
$100,000-$124,999	1,236	11.9%	980	9.9%	542	7.0%	2,758	28.8%
$125,000-$149,999	749	7.2%	491	5.0%	313	4.1%	1,553	16.2%
$150,000-$199,999	1,132	10.9%	620	6.3%	583	7.6%	2,335	24.7%
$200,000-$249,999	462	4.4%	458	4.6%	322	4.2%	1,242	13.2%
$250,000-$299,999	170	1.6%	195	2.0%	96	1.3%	461	4.9%
$300,000-$399,999	219	2.1%	275	2.8%	118	1.5%	612	6.4%
$400,000-$499,999	49	0.5%	51	0.5%	16	0.2%	116	1.2%
$500,000+	194	1.9%	174	1.8%	70	0.9%	438	4.5%
Median HH Income	$78,040		$63,859		$61,882		$67,521	
Average HH Income	$106,579		$99,487		$85,746		$98,342	

Data Note: 2026 household income represents an estimate of annual income as of July 1, 2026.

Source: Esri forecasts for 2026 and 2031. U.S. Census Bureau 2020 decennial Census data.

2031 Households by Income and Age of Householder 55+	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	10,519	100.0%	10,002	100.0%	9,291	100.0%	29,812	100.0%
<$10,000	449	4.3%	407	4.1%	505	5.4%	1,361	13.8%
$10,000-$14,999	252	2.4%	323	3.2%	400	4.3%	975	9.9%
$15,000-$19,999	93	0.9%	322	3.2%	202	2.2%	617	6.3%
$20,000-$24,999	185	1.8%	465	4.7%	364	3.9%	1,014	10.3%
$25,000-$29,999	266	2.5%	210	2.1%	385	4.1%	861	8.8%
$30,000-$34,999	495	4.7%	329	3.3%	759	8.2%	1,583	16.2%
$35,000-$39,999	317	3.0%	631	6.3%	187	2.0%	1,135	11.3%
$40,000-$44,999	460	4.4%	493	4.9%	193	2.1%	1,146	11.4%
$45,000-$49,999	433	4.1%	466	4.7%	153	1.6%	1,052	10.4%
$50,000-$59,999	585	5.6%	593	5.9%	729	7.8%	1,907	19.3%
$60,000-$74,999	637	6.1%	628	6.3%	905	9.7%	2,170	22.1%
$75,000-$99,999	1,161	11.0%	1,197	12.0%	1,363	14.7%	3,721	37.7%
$100,000-$124,999	1,346	12.8%	1,055	10.6%	760	8.2%	3,161	31.5%
$125,000-$149,999	887	8.4%	551	5.5%	440	4.7%	1,878	18.7%
$150,000-$199,999	1,442	13.7%	804	8.0%	891	9.6%	3,137	31.3%
$200,000-$249,999	650	6.2%	600	6.0%	545	5.9%	1,795	18.1%
$250,000-$299,999	249	2.4%	282	2.8%	172	1.9%	703	7.0%
$300,000-$399,999	342	3.3%	407	4.1%	211	2.3%	960	9.6%
$400,000-$499,999	40	0.4%	39	0.4%	13	0.1%	92	0.9%
$500,000+	229	2.2%	200	2.0%	114	1.2%	543	5.4%
Median HH Income	$98,003		$77,181		$72,320		$80,945	
Average HH Income	$124,296		$113,719		$100,539		$113,347	

Data Note: 2026 household income represents an estimate of annual income as of July 1, 2026.

Source: Esri forecasts for 2026 and 2031. U.S. Census Bureau 2020 decennial Census data.

Net Worth Profile

109 Meyer Farm Rd, Arnoldsville, Georgia, 30619

Ring: 5 mile radius

Summary	Census 2020	2026	2031	2026-2031 Change	2026-2031 Annual Rate
Population	9,255	9,828	10,187	359	0.72%
Median Age	42.5	43.3	44.2	0.9	0.41%
Households	3,584	3,830	3,987	157	0.81%
Average Household Size	2.57	2.55	2.54	-0.01	-0.08%

2026 Households by Net Worth	Number	Percent
Total	3,831	100.0%
<$15,000	690	18.0%
$15,000-$34,999	136	3.5%
$35,000-$49,999	78	2.0%
$50,000-$74,999	155	4.0%
$75,000-$99,999	123	3.2%
$100,000-$149,999	218	5.7%
$150,000-$249,999	446	11.6%
$250,000-$499,999	835	21.8%
$500,000-$999,999	462	12.1%
$1,000,000-$1,499,999	262	6.8%
$1,500,000-$1,999,999	119	3.1%
$2,000,000+	307	8.0%
Median Net Worth	$261,574	
Average Net Worth	$1,017,723	
Wealth Index	73	

Data Note: Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board.

Source: Esri forecasts for 2026 and 2031. U.S. Census Bureau 2020 decennial Census data.

	Number of Households						
2026 Net Worth by Age of Householder	**<25**	**25-34**	**35-44**	**45-54**	**55-64**	**65-74**	**75+**
Total	91	531	556	675	741	735	501
<$15,000	35	189	168	129	88	52	29
$15,000-$34,999	9	22	21	26	26	27	5
$35,000-$49,999	16	20	8	11	11	9	2
$50,000-$74,999	5	28	47	22	21	24	9
$75,000-$99,999	1	28	20	23	18	19	14
$100,000-$149,999	1	63	24	24	42	34	29
$150,000-$249,999	13	79	69	92	58	62	74
$250,000-$499,999	11	88	110	167	239	142	78
$500,000-$999,999	0	4	44	108	106	117	82
$1000000+	0	10	45	73	132	249	179
Median Net Worth	$35,987	$79,961	$126,147	$258,255	$321,617	$495,695	$539,194
Average Net Worth	$95,384	$233,536	$543,712	$622,022	$1,075,766	$1,712,029	$1,973,170

Data Note: Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board.

Source: Esri forecasts for 2026 and 2031. U.S. Census Bureau 2020 decennial Census data.

Net Worth Profile

109 Meyer Farm Rd, Arnoldsville, Georgia, 30619

Ring: 10 mile radius

Summary	Census 2020	2026	2031	2026-2031 Change	2026-2031 Annual Rate
Population	89,123	93,023	94,775	1,752	0.37%
Median Age	27.9	28.6	29.4	0.8	0.55%
Households	34,134	36,277	37,582	1,305	0.71%
Average Household Size	2.38	2.32	2.28	-0.04	-0.35%

2026 Households by Net Worth	Number	Percent
Total	36,278	100.0%
<$15,000	13,700	37.8%
$15,000-$34,999	2,625	7.2%
$35,000-$49,999	1,061	2.9%
$50,000-$74,999	1,370	3.8%
$75,000-$99,999	1,111	3.1%
$100,000-$149,999	1,659	4.6%
$150,000-$249,999	2,996	8.3%
$250,000-$499,999	4,760	13.1%
$500,000-$999,999	2,864	7.9%
$1,000,000-$1,499,999	1,495	4.1%
$1,500,000-$1,999,999	613	1.7%
$2,000,000+	2,024	5.6%
Median Net Worth	$62,246	
Average Net Worth	$642,590	

Wealth Index	55

Data Note: Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board.

Source: Esri forecasts for 2026 and 2031. U.S. Census Bureau 2020 decennial Census data.

	Number of Households						
2026 Net Worth by Age of Householder	**<25**	**25-34**	**35-44**	**45-54**	**55-64**	**65-74**	**75+**
Total	6,128	7,571	5,432	4,753	4,669	4,483	3,240
<$15,000	4,749	4,467	1,989	1,234	709	308	244
$15,000-$34,999	509	787	551	306	249	171	52
$35,000-$49,999	103	270	227	152	185	98	25
$50,000-$74,999	49	347	388	212	125	165	84
$75,000-$99,999	36	244	205	209	131	145	140
$100,000-$149,999	78	374	240	183	356	241	187
$150,000-$249,999	267	481	535	430	513	442	328
$250,000-$499,999	326	459	834	892	860	872	518
$500,000-$999,999	11	53	245	524	677	721	633
$1000000+	0	89	218	611	864	1,320	1,029
Median Net Worth	$9,678	$12,712	$46,031	$163,872	$261,220	$416,559	$518,849
Average Net Worth	$32,212	$112,889	$283,356	$702,213	$971,911	$1,624,273	$1,717,136

Data Note: Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board.

Source: Esri forecasts for 2026 and 2031. U.S. Census Bureau 2020 decennial Census data.

Net Worth Profile

109 Meyer Farm Rd, Arnoldsville, Georgia, 30619

Ring: 15 mile radius

Summary	Census 2020	2026	2031	2026-2031 Change	2026-2031 Annual Rate
Population	178,589	186,971	191,453	4,482	0.47%
Median Age	31.1	32.0	33.3	1.3	0.80%
Households	69,813	74,526	77,331	2,805	0.74%
Average Household Size	2.41	2.35	2.33	-0.02	-0.17%

2026 Households by Net Worth	Number	Percent
Total	74,525	100.0%
<$15,000	23,340	31.3%
$15,000-$34,999	4,867	6.5%
$35,000-$49,999	2,019	2.7%
$50,000-$74,999	2,878	3.9%
$75,000-$99,999	2,210	3.0%
$100,000-$149,999	3,554	4.8%
$150,000-$249,999	6,562	8.8%
$250,000-$499,999	10,589	14.2%
$500,000-$999,999	6,913	9.3%
$1,000,000-$1,499,999	3,681	4.9%
$1,500,000-$1,999,999	1,579	2.1%
$2,000,000+	6,333	8.5%
Median Net Worth	$124,298	
Average Net Worth	$899,702	

Wealth Index	70	

Data Note: Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board.

Source: Esri forecasts for 2026 and 2031. U.S. Census Bureau 2020 decennial Census data.

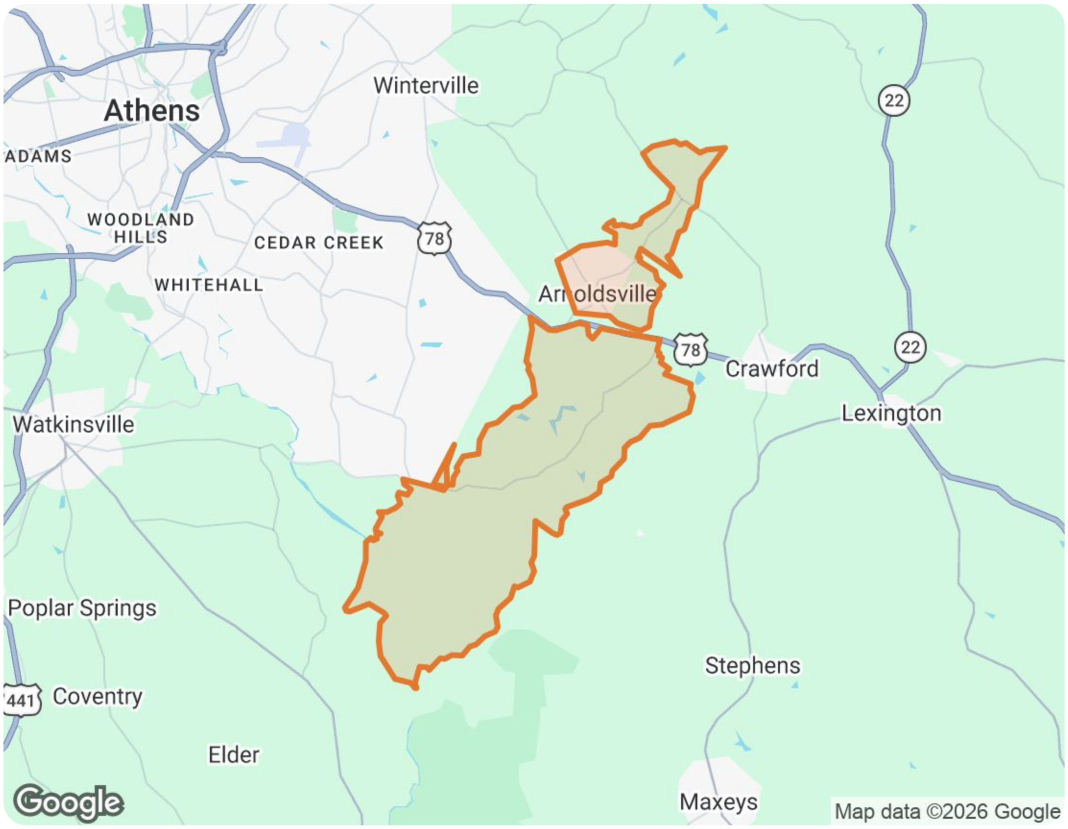
	Number of Households						
2026 Net Worth by Age of Householder	**<25**	**25-34**	**35-44**	**45-54**	**55-64**	**65-74**	**75+**
Total	9,544	14,450	11,648	10,883	10,424	9,869	7,704
<$15,000	7,216	7,827	3,490	2,239	1,253	705	610
$15,000-$34,999	816	1,356	929	658	621	362	125
$35,000-$49,999	176	561	415	284	316	202	65
$50,000-$74,999	81	839	765	445	234	313	201
$75,000-$99,999	88	498	441	392	289	241	260
$100,000-$149,999	165	704	554	452	804	519	356
$150,000-$249,999	406	1,037	1,146	1,036	1,168	935	833
$250,000-$499,999	579	1,143	1,960	2,011	1,801	1,874	1,220
$500,000-$999,999	17	296	908	1,258	1,479	1,510	1,446
$1000000+	0	189	1,040	2,108	2,459	3,208	2,588
Median Net Worth	$9,920	$13,846	$86,621	$241,505	$298,491	$455,606	$537,377
Average Net Worth	$36,372	$137,254	$507,108	$1,038,018	$1,294,483	$1,897,489	$1,985,503

Data Note: Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board.

Source: Esri forecasts for 2026 and 2031. U.S. Census Bureau 2020 decennial Census data.

	Oglethorpe County, 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	15,356	±61	2,295	±331	14.9%	±2.2
DISABILITY TYPE BY DETAILED AGE						
With a cognitive difficulty	(X)	(X)	626	±167	4.3%	±1.1
Population 75 years and over	1,122	±61	108	±59	9.6%	±5.2
With an ambulatory difficulty	(X)	(X)	1,191	±201	8.1%	±1.4
Population 75 years and over	1,122	±61	243	±89	21.7%	±7.7
With a self-care difficulty	(X)	(X)	391	±138	2.7%	±0.9
Population 75 years and over	1,122	±61	22	±16	2.0%	±1.4
With an independent living difficulty	(X)	(X)	952	±218	7.9%	±1.8
Population 75 years and over	1,122	±61	221	±88	19.7%	±7.8

Arnoldsville, GA 30619



Ernie Anaya, MBA

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Trade Area Summary

Attribute Summary for Arnoldsville, GA 30619

Median Household Income	Median Age	Total Population	1st Dominant Segment
$62,398	**42.7**	**1,736**	**Southern Satellites**
Source: 2025/2029 Income (Esri)	**Source:** 2025/2029 Age: 5 Year Increments (Esri)	**Source:** 2025 Age: 1 Year Increments (Esri)	**Source:** 2025 Tapestry Market Segmentation (Households)

Consumer Segmentation

Top Tapestry Segments	Southern Satellites	Rural Versatility	Rooted Rural	Room to Roam
% of Households	305 (48.0%)	255 (40.1%)	42 (6.6%)	34 (5.3%)
Life Stage Group	Mature and Retired Living	Family Portraits	Mature and Retired Living	Mature and Retired Living
Life Mode Group	Countryscapes	Community Connections	Countryscapes	Suburban Shine
Urbanicity Group(s)	Suburb Metro Landscape	Suburb	Suburb Metro Landscape Rural Countryside	Suburb Metro Landscape
Residence Type	Single Family, Mobile Homes	Single Family	Single Family, Mobile Homes	Single Family
Household Type	Married Couples	Married Couples, Singles Living Alone	Married Couples	Married Couples w/No Kids
Average Household Size	2.59	2.51	2.37	2.52
Median Age	41.5	38.9	46.9	46.2
Diversity Index	52.6	65.6	34.9	35.4
Median Household Income	$72,167	$58,911	$61,776	$99,689
Median Net Worth	$254,904	$126,005	$225,364	$506,754
Homeownership	82%	67%	82%	89%
Rent Burdened Households	26%	35%	26%	22%
Labor Force Participation Rate	59%	56%	51%	63%
Unemployment Rate	4%	5%	4%	3%
% with Bachelor's Degree or Higher	20%	20%	19%	34%
Lifestyle Patterns	Residents shop at discount and hardware stores for essentials such as children's clothes, shoes, and books. They tend to shop online for pet and hobby supplies. Dining out typically happens at chain restaurants and fast-food establishments.	Residents frequently shop at hardware and hobby stores, and they purchase groceries from both convenience stores and large department stores. They tend to spend time working on their vehicles and homes, and they invest in automotive tools and maintenance essentials.	Residents often seek out generic and domestic brands. They tend to shop at discount and hardware stores but will order supplies online when not available locally. They purchase tools for home improvement, landscaping, and automotive repair.	Consumers tend to use coupons and shop at department stores. Residents purchase tools for home and yard maintenance, such as lawn mowers, trimmers, electric drills, and saws.

Arnoldsville, GA 30619

Consumer Segment Details

About this segment

Southern Satellites

Ranked	In this area	In the United States
1st	**48.0%**	**2.5%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

These communities, though within metropolitan or micropolitan boundaries, are largely concentrated on the outskirts in suburbs or very low-density areas. The population is generally older, with more than half of household heads aged 55 and above, though younger families with school-aged children are also prevalent. Both child and senior age dependency rates are higher than the national averages. Socioeconomically, this segment mirrors national averages, with most earning middle-tier incomes. For the older population, low-tier incomes are often supported by social security and other forms of public assistance. Residents work in industries such as manufacturing, health care, retail, construction, mining, and agriculture. The cost of living is low, and long commutes of more than 30 minutes, sometimes crossing county or state lines, are common.

Key Statistics

- **Median age:** 41.5
- **Median household size:** 2.59
- **Predominant household structure (Census 2020):** Married couples
- **Median household income:** $72,167
- **Median net worth:** $254,904
- **Percentage of individuals with completion of a bachelor's degree or higher:** 20.1%

Housing and Employment

- **Predominant Urbanicity Type:** Metro Landscape; Suburb
- **Median home value:** $260,137
- **Homeownership rate:** 81.9%
- **Rent burdened households (American Community Survey 2019-2023):** 26.3%
- **Labor force participation rate:** 59.4%
- **Unemployment rate:** 4.1%

Lifestyle Patterns

- Residents shop at discount and hardware stores for essentials such as children's clothes, shoes, and books. They tend to shop online for pet and hobby supplies.
- Dining out typically happens at chain restaurants and fast-food establishments.
- For entertainment, residents read physical copies of hunting and fishing magazines and follow college football and auto racing on TV.
- These individuals tend to spend time outside. Common activities include camping trips, fishing, hunting, and gardening, and residents often travel domestically.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 60 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

Arnoldsville, GA 30619

Consumer Segment Details

About this segment

Rural Versatility

Ranked	In this area	In the United States
2nd dominant segment for this area	**40.1%** of households fall into this segment	**1.6%** of households fall into this segment

Who Are They?

These neighborhoods are predominantly found in rural and non-metro areas. About a quarter of the population in this segment is under 18, and around a third of households consist of seniors supported by social security and retirement income. More than half of households are occupied by either a single person or a married couple without children. Employment in manufacturing, construction, agriculture, and mining is more common than in most other markets, and full-time work is much more common than part-time. Public transportation is often not an option, and most workers commute by driving alone. Homes in this market are typically valued under $250,000 and are largely single-family detached units, though mobile homes are also common, and most homes are owned.

Key Statistics

- **Median age:** 38.9
- **Median household size:** 2.51
- **Predominant household structure (Census 2020):** Married couples; singles living alone
- **Median household income:** $58,911
- **Median net worth:** $126,005
- **Percentage of individuals with completion of a bachelor's degree or higher:** 19.6%

Housing and Employment

- **Predominant Urbanicity Type:** Suburb
- **Median home value:** $213,579
- **Homeownership rate:** 66.7%
- **Rent burdened households (American Community Survey 2019-2023):** 35.3%
- **Labor force participation rate:** 56.2%
- **Unemployment rate:** 5.1%

Lifestyle Patterns

- Residents frequently shop at hardware and hobby stores, and they purchase groceries from both convenience stores and large department stores.
- They tend to spend time working on their vehicles and homes, and they invest in automotive tools and maintenance essentials.
- Radio, especially country music, is popular.
- Most households have at least one pet.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 60 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

Consumer Segment Details

About this segment

Rooted Rural

Ranked

3rd

dominant segment for this area

In this area

6.6%

of households fall into this segment

In the United States

2.5%

of households fall into this segment

Who Are They?

Heavily concentrated in the South and Appalachia, these residents often live in very rural areas far from job centers and outside towns and cities. Households are predominantly married couples and single-person households. Residents work in industries such as manufacturing, construction, agriculture, mining, and utilities. Employment in health care, retail, accommodation, and food services is also significant in these communities. Labor force participation is lower than average. These stable rural communities are characterized by long-term homeownership. Single-family homes are common, with one in five units being mobile homes. Vacancy rates are higher than the national average. Owning multiple cars is essential, as long commutes (sometimes across county or state lines) are typical.

Key Statistics

- **Median age:** 46.9
- **Median household size:** 2.37
- **Predominant household structure (Census 2020):** Married couples
- **Median household income:** $61,776
- **Median net worth:** $225,364
- **Percentage of individuals with completion of a bachelor's degree or higher:** 18.9%

Housing and Employment

- **Predominant Urbanicity Type:** Metro Landscape; Rural Countryside; Suburb
- **Median home value:** $213,253
- **Homeownership rate:** 82.4%
- **Rent burdened households (American Community Survey 2019-2023):** 26.0%
- **Labor force participation rate:** 50.6%
- **Unemployment rate:** 4.4%

Lifestyle Patterns

- Residents often seek out generic and domestic brands. They tend to shop at discount and hardware stores but will order supplies online when not available locally.
- They purchase tools for home improvement, landscaping, and automotive repair.
- Households often rely on satellite internet for connectivity.
- Pickup trucks are a common vehicle choice, serving both work and leisure needs.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 60 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

Consumer Segment Details

About this segment

Room to Roam

Ranked
4th
dominant segment for this area

In this area
5.3%
of households fall into this segment

In the United States
3.9%
of households fall into this segment

Who Are They?

These communities are mainly found within metropolitan areas but tend not to be in the mega metropolises. The highest concentrations are found in the Midwest and South. More than half of household heads are aged 55 and older, and one in five individuals are aged 65 and above. Married couples, often without children, form most households, while nonfamily households represent a quarter of the total households. Self-employment is notable, and employment tends to be in manufacturing, health care, and retail. Most housing in this market consists of owner-occupied, single-family homes rather than rentals, with housing built primarily between 1970 and 2000 and generally priced lower than the national average. Owning multiple vehicles is typical, with driving alone as the primary means of commuting.

Key Statistics

- **Median age:** 46.2
- **Median household size:** 2.52
- **Predominant household structure (Census 2020):** Married couples with no kids
- **Median household income:** $99,689
- **Median net worth:** $506,754
- **Percentage of individuals with completion of a bachelor's degree or higher:** 34.0%

Housing and Employment

- **Predominant Urbanicity Type:** Suburb; Metro Landscape
- **Median home value:** $344,056
- **Homeownership rate:** 89.0%
- **Rent burdened households (American Community Survey 2019-2023):** 22.4%
- **Labor force participation rate:** 62.5%
- **Unemployment rate:** 3.0%

Lifestyle Patterns

- Consumers tend to use coupons and shop at department stores.
- Residents purchase tools for home and yard maintenance, such as lawn mowers, trimmers, electric drills, and saws.
- Radio remains a staple, with commuters subscribing to satellite and streaming channels. Television is widely used for news, entertainment, and major sports.
- When traveling, domestic trips are common. Residents cook, bake, read, and walk their dogs. Residents tend to vote, and recycling is a routine practice.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 60 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

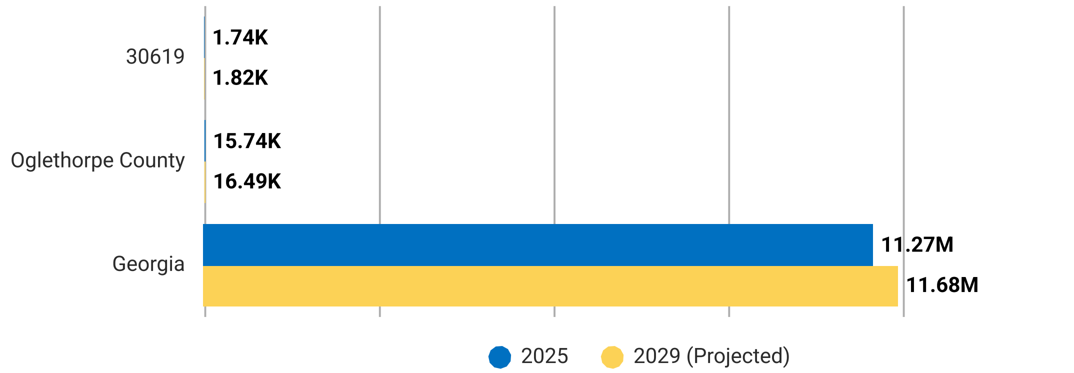
Population

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

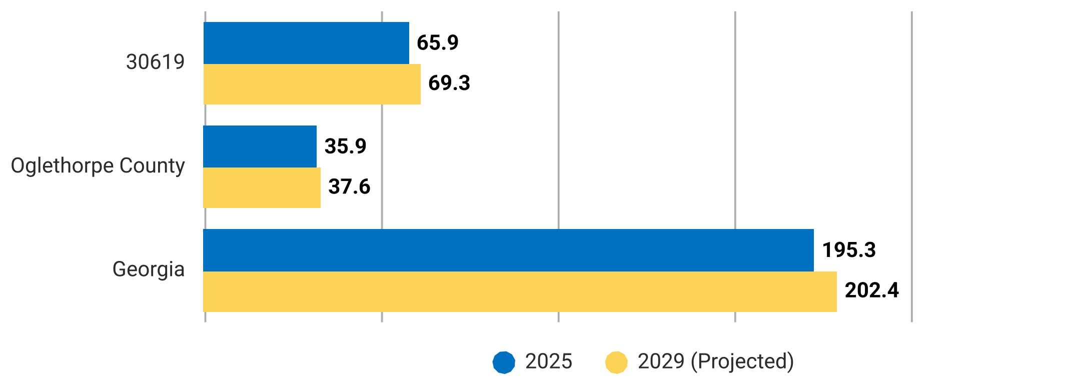
Total Population

This chart shows the total population in an area, compared with other geographies.



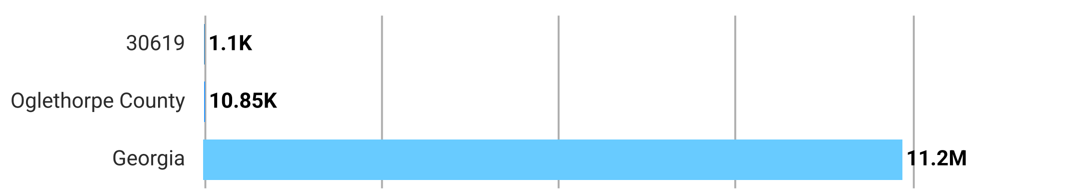
Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.



Total Daytime Population

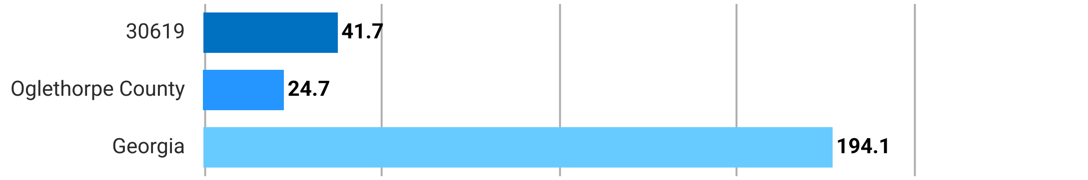
This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



Arnoldsville, GA 30619

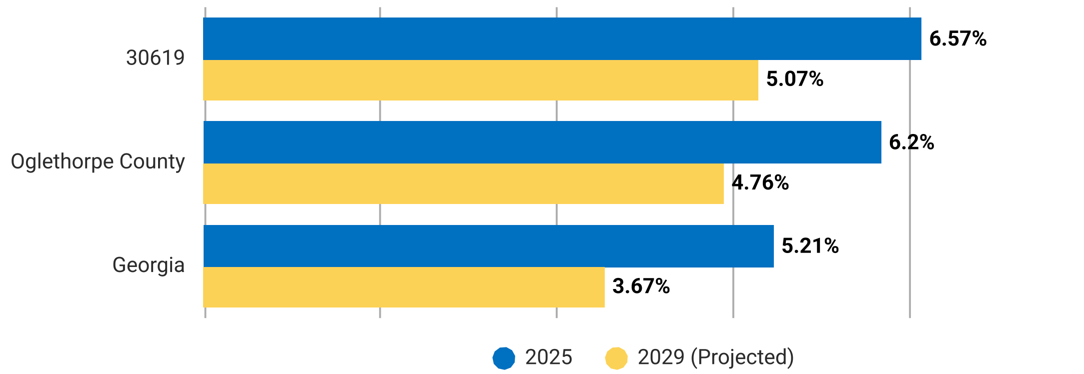
Daytime Population Density

This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



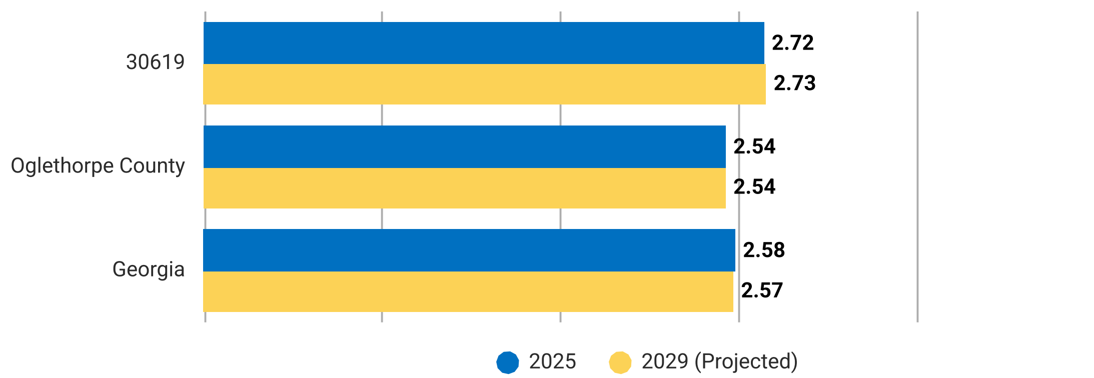
Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2025, compared with other geographies.



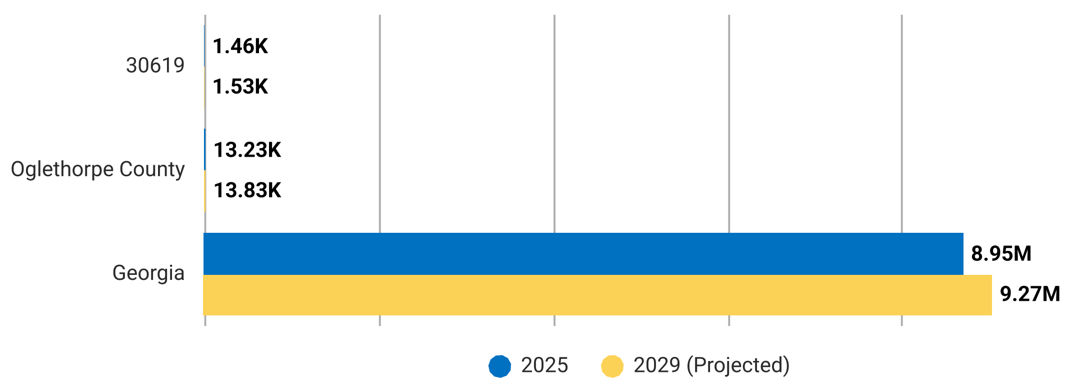
Average Household Size

This chart shows the average household size in an area, compared with other geographies.



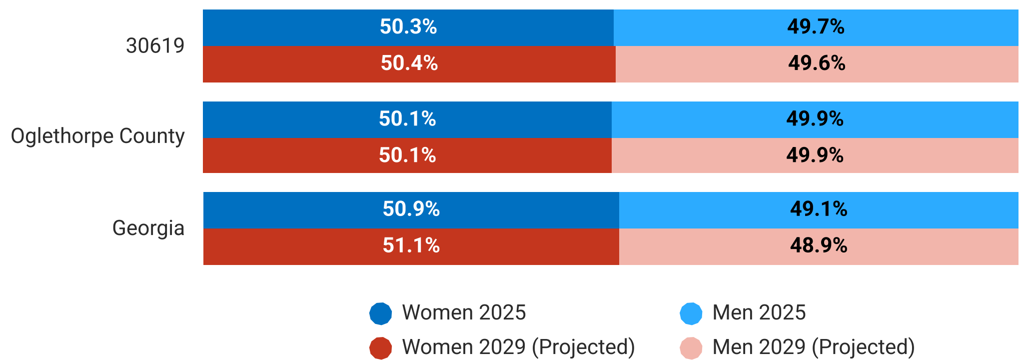
Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.



Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.



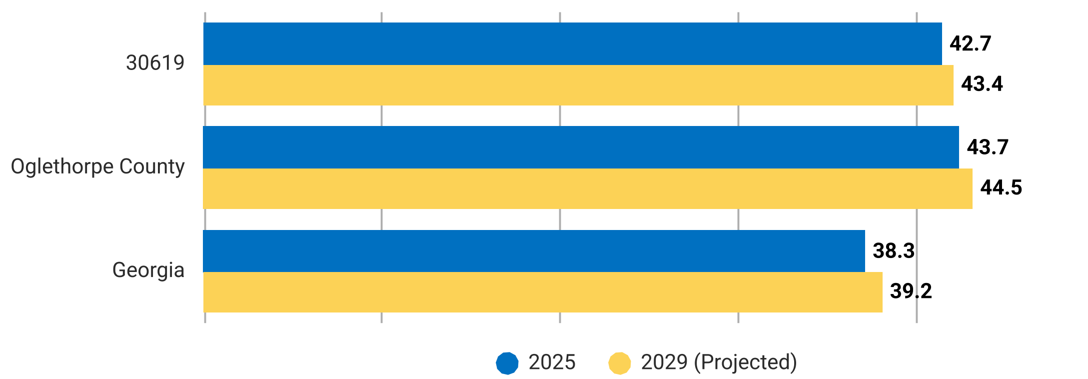
Age

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

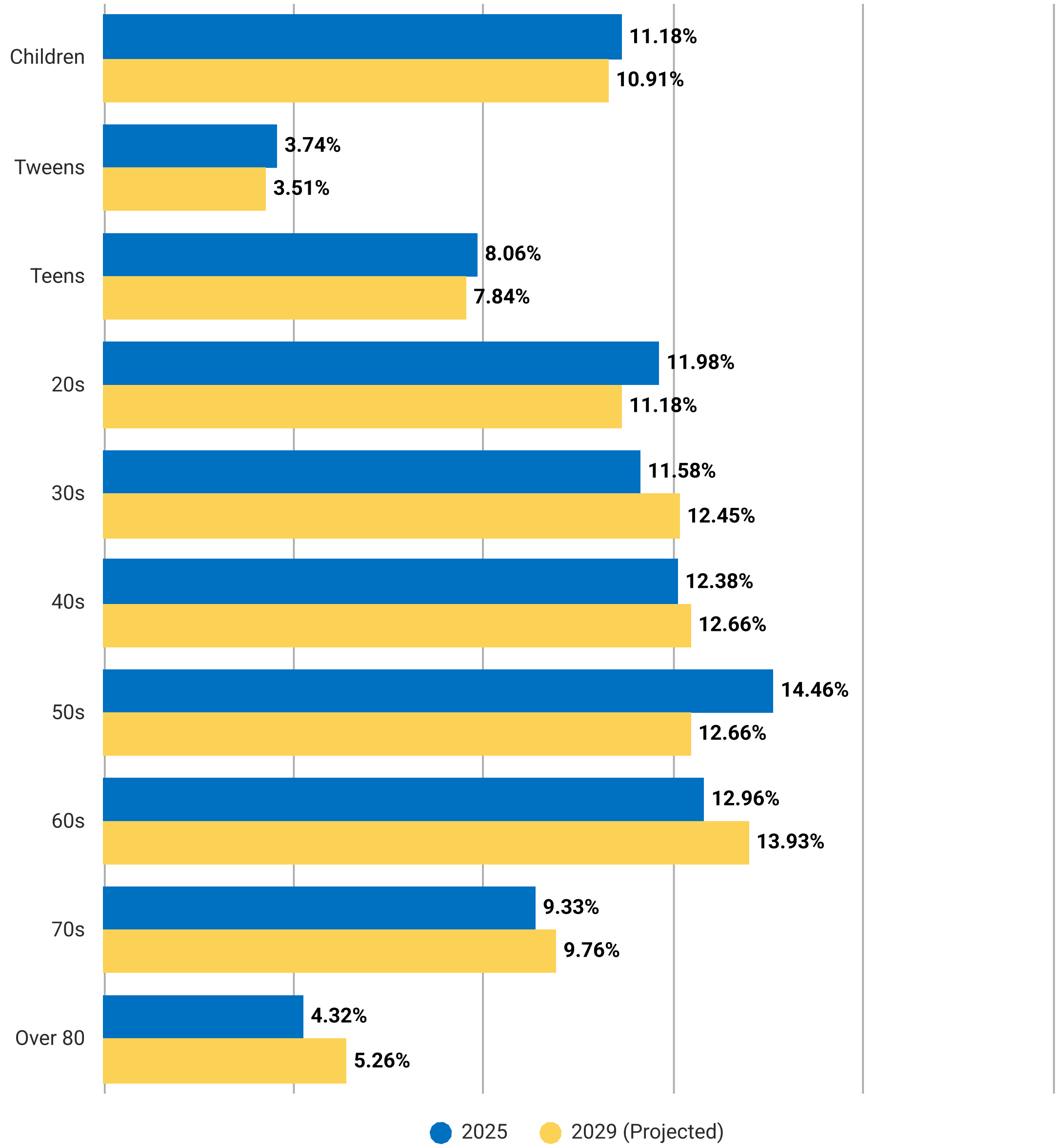
Median Age

This chart shows the median age in an area, compared with other geographies.



Population by Age

This chart breaks down the population of an area by age group.



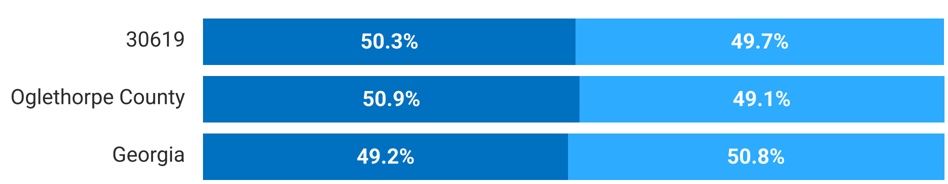
Married

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.

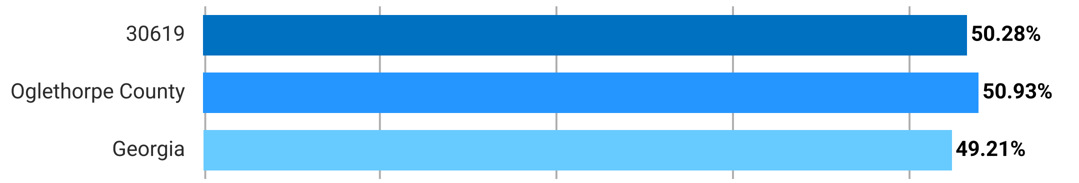


Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.

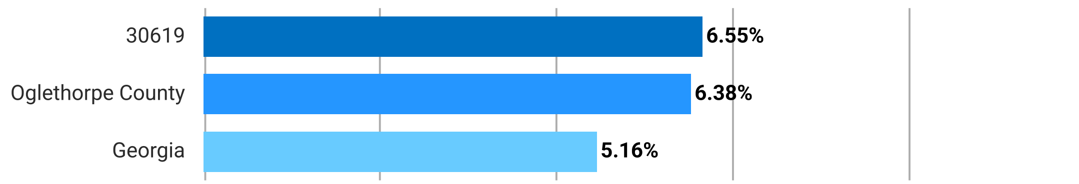
Married

This chart shows the number of people in an area who are married, compared with other geographies.



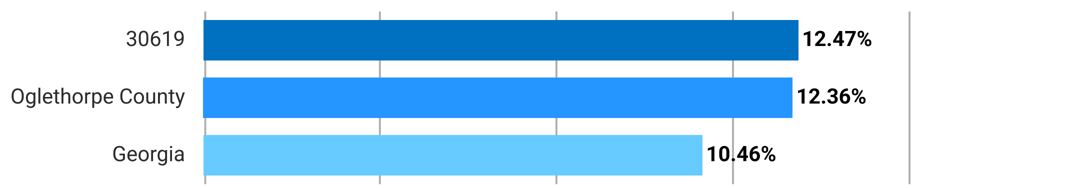
Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.



Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.



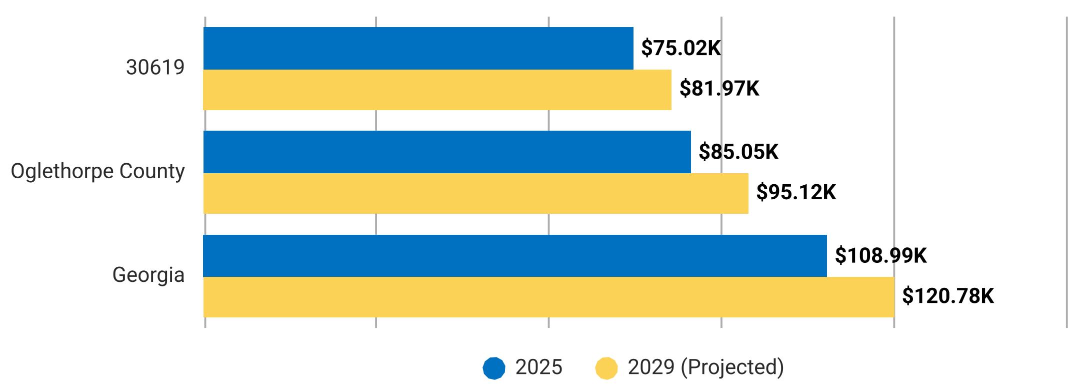
Income

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

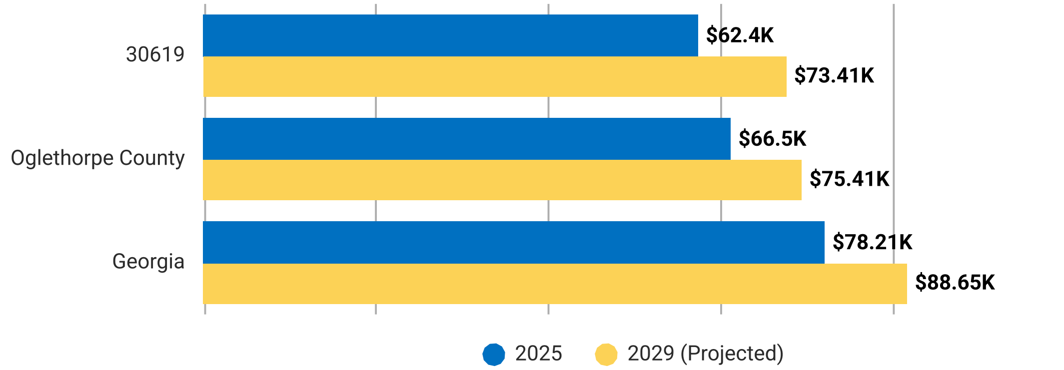
Average Household Income

This chart shows the average household income in an area, compared with other geographies.



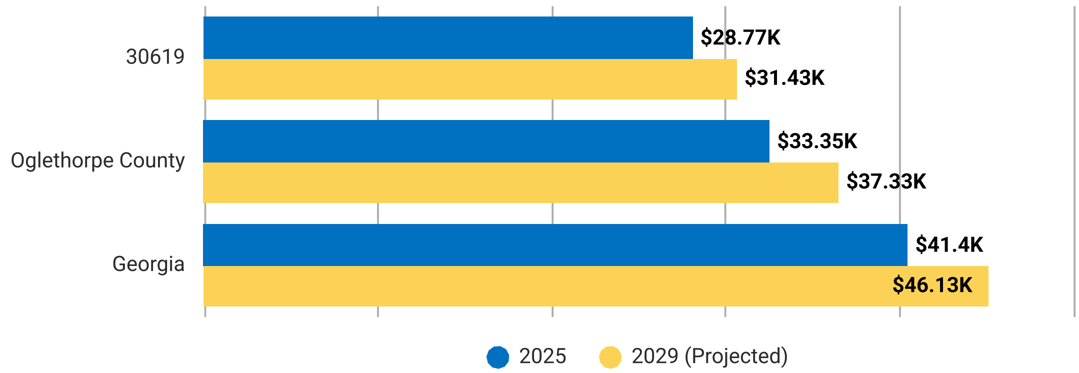
Median Household Income

This chart shows the median household income in an area, compared with other geographies.



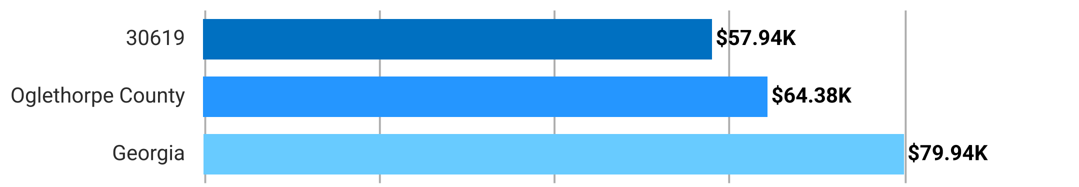
Per Capita Income

This chart shows per capita income in an area, compared with other geographies.



Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.



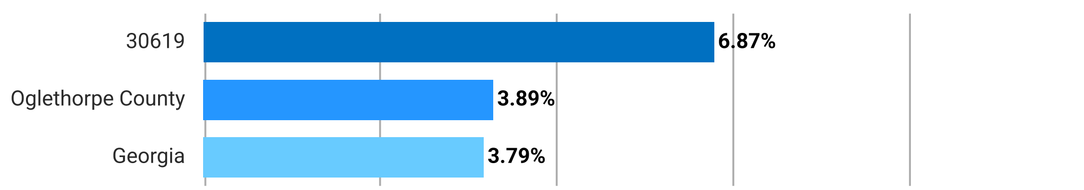
Education

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

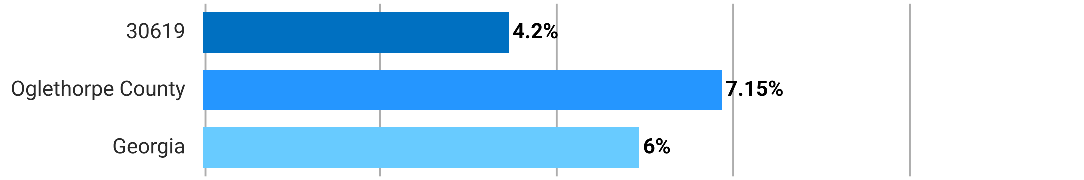
Less than 9th Grade

This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.



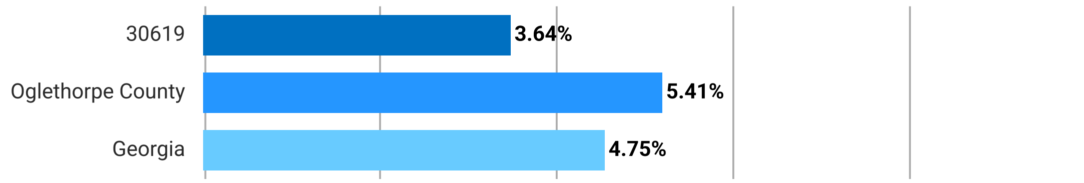
Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.



High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.



High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.

Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.

Associate Degree

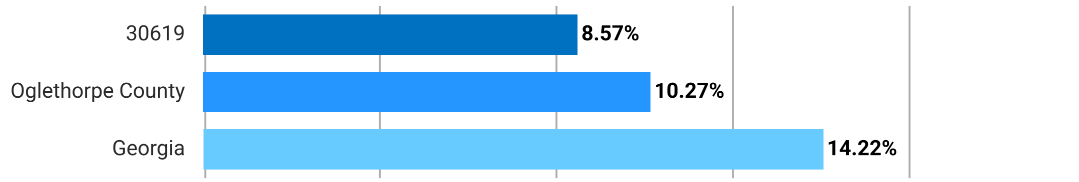
This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.

Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.

Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.



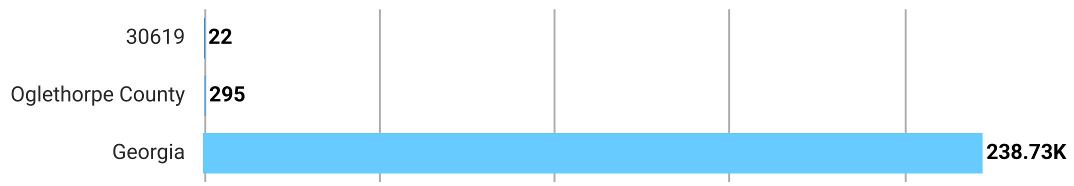
Economy

Unemployment Number

This chart shows the number of civilian unemployed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2025

Update Frequency: Annually

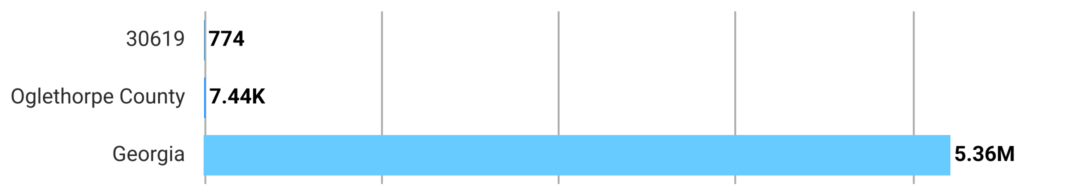


Employment Number

This chart shows the number of civilian employed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2025

Update Frequency: Annually

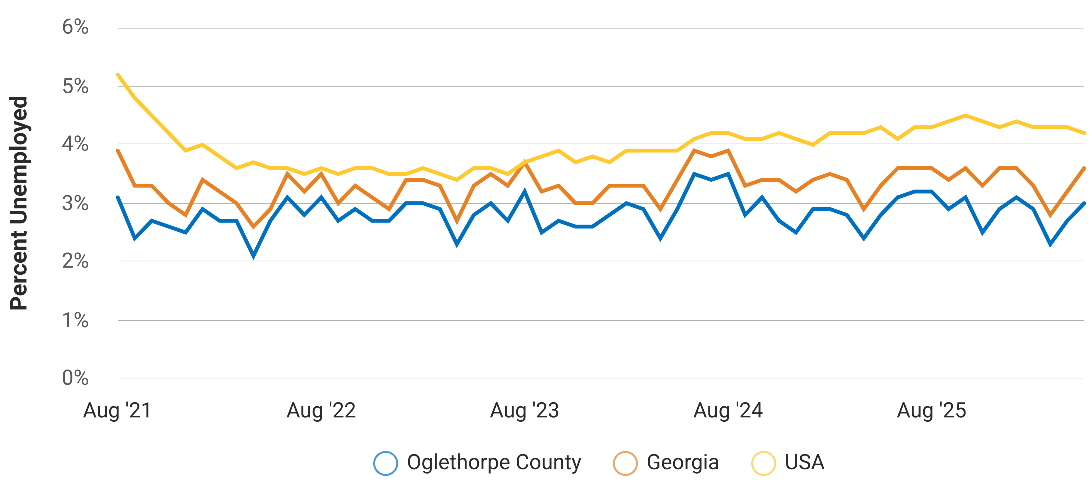


Unemployment Rate

This chart shows the unemployment trend in the area of your search. The unemployment rate is an important driver behind the housing market.

Source: Bureau of Labor Statistics

Update Frequency: Monthly



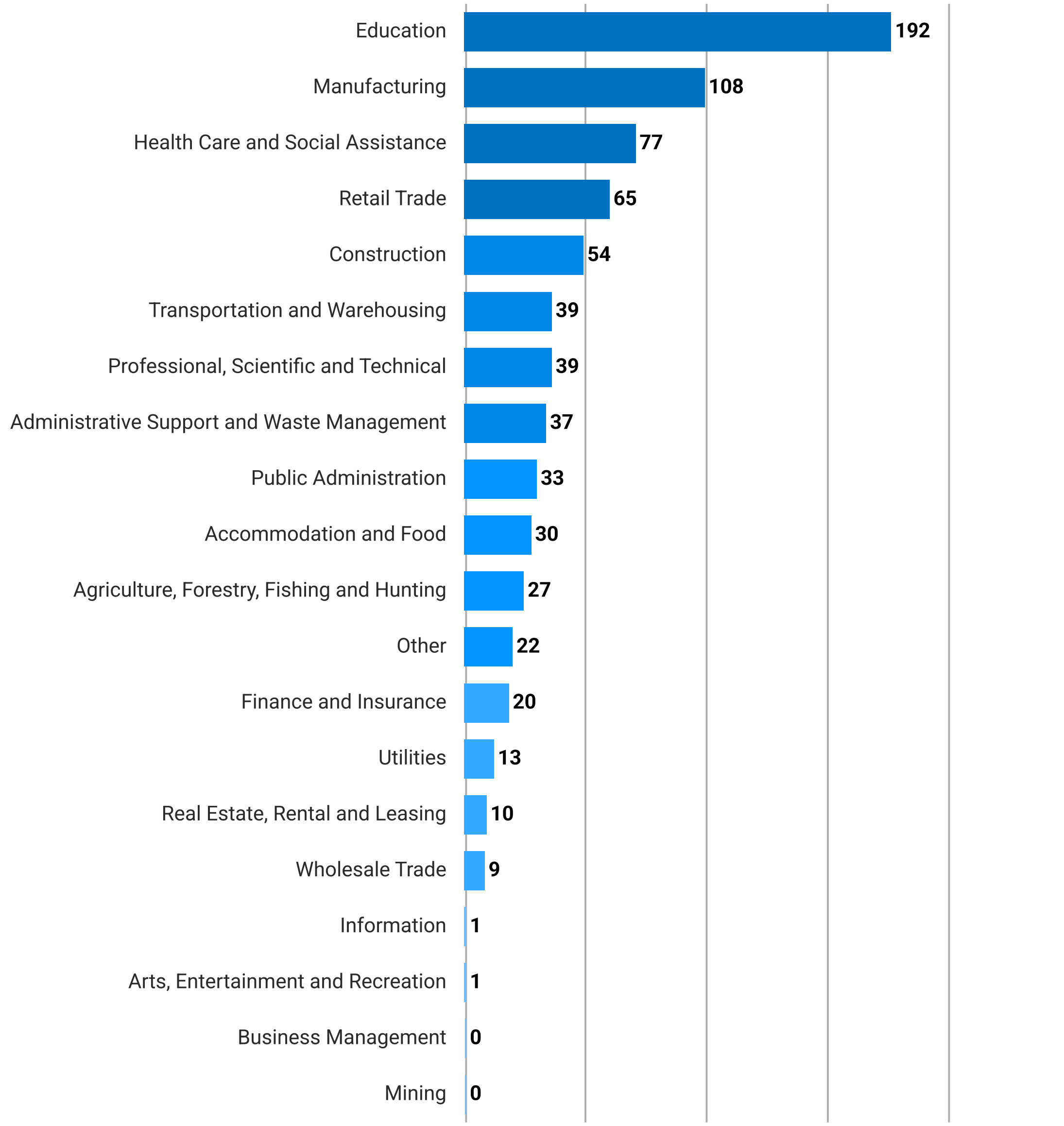
Arnoldsville, GA 30619

Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Source: Bureau of Labor Statistics via Esri, 2025

Update Frequency: Annually



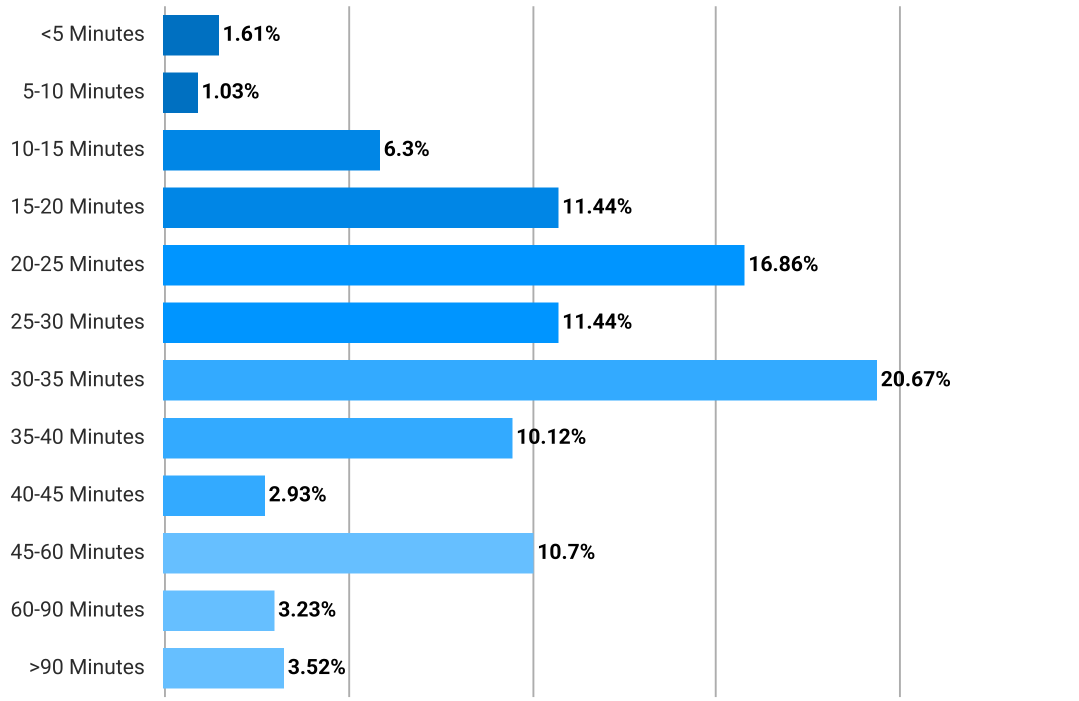
Commute to Work

Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

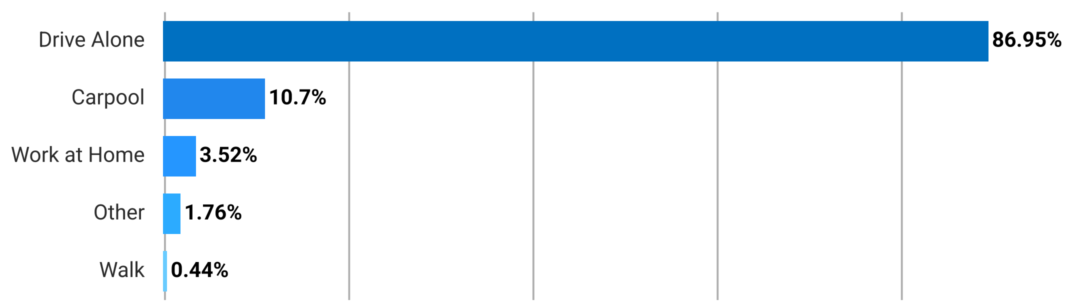


How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually



Home Values

Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

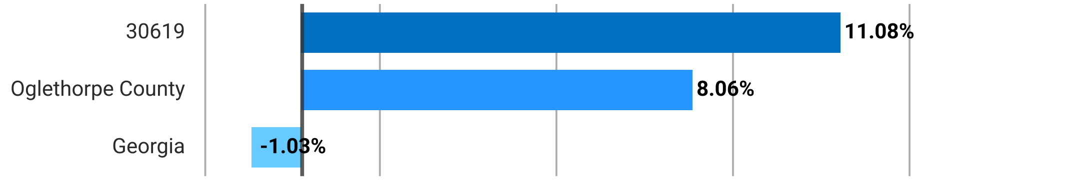
Source: Valuation calculations based on public records and MLS sources where licensed

12 mo. Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

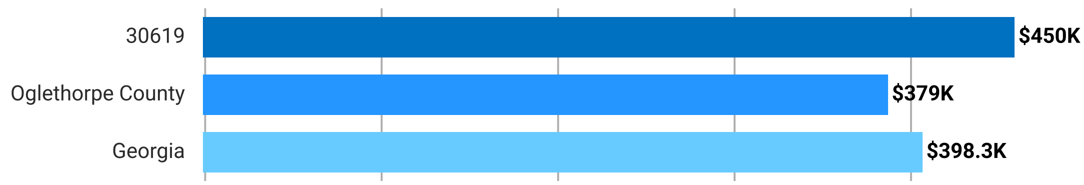


Median Listing Price

This chart displays the median listing price for homes in this area, the county, and the state.

Source: Listing data

Update Frequency: Monthly

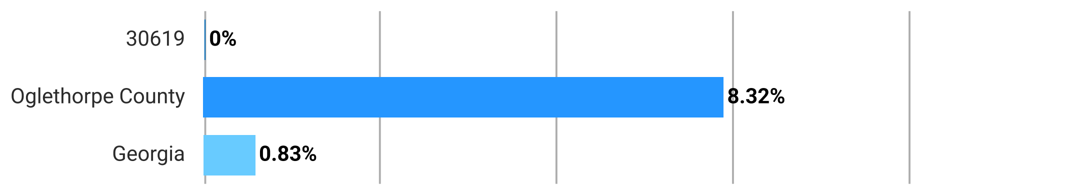


12 mo. Change in Median Listing Price

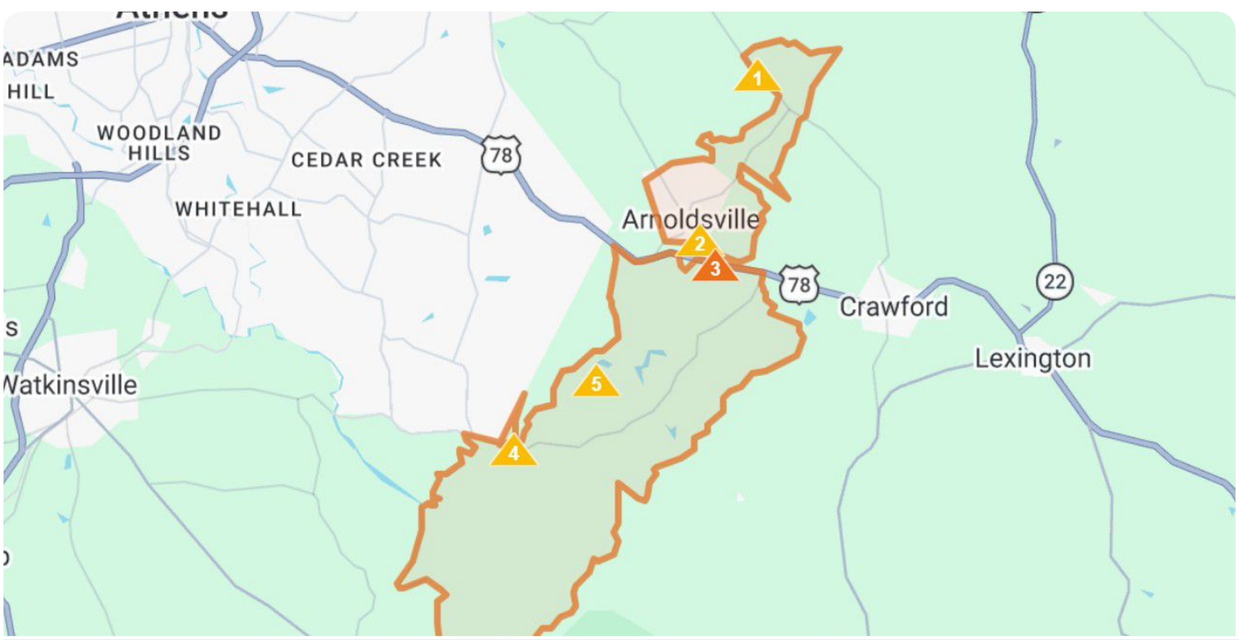
This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Source: Listing data

Update Frequency: Monthly



Traffic Counts



Daily Traffic Counts

- Up to 6,000 / day
- 6,001 - 15,000
- 15,001 - 30,000
- 30,001 - 50,000
- 50,001 - 100,000
- Over 100,000 / day

Traffic Counts by Highest Traffic Count

1 — 8,436
Athens Rd

2025 Est. daily traffic counts

Cross: Co Rd 351
Cross Dir: E
Distance: 0.02 miles

Historical counts

Year	Count	Type
2005	8,080	AADT

2 — 2,488
Arnoldsville Rd

2025 Est. daily traffic counts

Cross: Stewart Cir
Cross Dir: NW
Distance: 0.21 miles

Historical counts

Year	Count	Type
2005	2,340	AADT

3 — 1,360
Bob Godfrey Road

2025 Est. daily traffic counts

Cross: Belmont Rd
Cross Dir: NW
Distance: 0.12 miles

Historical counts

Year	Count	Type
2023	1,380	AADT
2022	1,340	AADT
2019	1,420	AADT
2018	1,230	AADT

4 — 1,309
Hargrove Lake Rd

2025 Est. daily traffic counts

Cross: Meyer Farm Rd
Cross Dir: NW
Distance: –

Historical counts

Year	Count	Type
2003	1,248	AADT

5 — 1,304
Watkinsville Road

2025 Est. daily traffic counts

Cross: Athens Rd
Cross Dir: NE
Distance: 0.05 miles

Historical counts

Year	Count	Type
2023	1,400	AADT
2022	1,220	AADT
2019	1,200	AADT
2018	1,320	AADT

AADT - Annual Average Daily Traffic **ADT** - Average Daily Traffic **AWDT** - Average Weekly Daily Traffic

NOTE: Daily Traffic Counts are a mixture of actual and estimates

About RPR

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- RPR's data sources range from MLSs and county-level tax and assessment offices, to the U.S. Census and FEMA, to specialty data set providers such as Esri (consumer data), Niche (school information) and Precisely (geographic boundaries).

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ERNIE ANAYA, MBA

BROKER PROFILE

Ernie Anaya is President, Senior Housing & Behavioral Health at Bull Realty focusing in the Age Restricted Multifamily, Independent Living, Assisted Living/Memory Care, Skilled Nursing, Hospice, and Behavioral Health sectors. *2020, 2021, 2022, 2023, 2025, and 2026 Million Dollar Club*, Investment Properties, Atlanta Commercial Board of Realtors. ***Fellow, Royal Anthropological Institute of Great Britain and Ireland*** focusing on the anthropology of aging for senior housing.

Member of the National Association of Realtors, Atlanta Commercial Board of Realtors, Association of Professional Mergers & Acquisition Advisors, Assisted Living Association of Georgia, Registered Professional Member, National Association of Real Estate Appraisers, Academic Member, National Association of Appraisers, and National Investment Center for Senior Housing (NIC). Licensed in Georgia and South Carolina.

Over 20 years of experience in Sales Management and Management Consulting, with a focus on the healthcare industry. Previous Fortune 500 experience includes **Abbott Laboratories** - Diagnostics Division, **GE Medical Systems**, **Cardinal Health**, and **Xerox Corporation**. Ernie created the Senior Housing Practice at Bull Realty in 2016.

Consulting experience includes ***Client Solutions Director*** with **EMC Corporation** covering Department of the Army in US and Germany (***Top Secret Clearance***), and ***Principal, Healthcare Sector*** with **SunGard Consulting Services** covering the *US and Latin America*. Expert Speaker at several international conferences addressing Information Security, Enterprise Risk Management and Business Continuity for Healthcare institutions in Baton Rouge, Seattle, Mexico City, and Santo Domingo.

BA in **Astrophysics** from **Ole Miss** and an MBA from **Michigan State University**, including their Global Management Course in Japan & Singapore. Also attended the Center for Transportation and Logistics Executive Program at **Massachusetts Institute of Technology**. Diploma in Architecture & the Environment focusing on Senior Housing from **Universidad de Salamanca**, Spain. Graduated prep school from St. John's Military.

Past professional designations include Certified in Risk and Information Systems Control (CRISC), Certified Information Security Systems Professional (CISSP), National Security Agency InfoSec Assessment Methodology (IAM) and InfoSec Evaluation Methodology (IEM), Certified Business Continuity Professional (CBCP), ASTL Certified in Transportation & Logistics, AAFM's Master Financial Manager (MFM), and Certified Foreign Investor Specialist.

In addition, he is a former Army Officer with the 1st Cavalry Division (***Top Secret Clearance***), Honorable Order of St. Barbara (US Field Artillery), Military Order of Foreign Wars, Life Member of the 7th Cavalry Regiment Association, Order of Daedalians for Military Aviators, Life Member Royal Artillery Association (UK), and Strathmore's Who's Who Worldwide. Also a member of the Army & Navy Club in Washington, D.C.

Bull Realty is a U.S. commercial real estate sale, leasing and advisory firm headquartered in Atlanta. The firm was founded in 1998 with two primary missions: grow a company of brokers known for integrity, and provide the best disposition marketing in the nation.

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- Bull Realty is licensed in nine southeast states and works with affiliates from all over the country.

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