

2024

# Bartow County, GA Market Analysis



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Bull Realty, Inc.

7/8/2024

## MARKET ANALYSIS METHODOLOGY

This market demand analysis using a defined methodology is being conducted to examine an opportunity to sell a recently built, 2021, **92-Bed** Residential facility in the Cartersville, GA 30-mile radius, as a potential **conversion to a Drug Treatment Facility** located at **233 Gilreath Road, Cartersville, GA** (Bartow County.) The property is zoned C-1 allowing for Drug Treatment Use by right. There are no residential for-profit facilities in the 30-mile radius.

### DEFINITION OF TARGET GROUPS

The demand estimates will be based upon the quantity of two potential “target groups” who are likely users of residential substance abuse treatment services. Analysis of these target groups will provide four separate indications of demand for a successful conversion to a residential substance abuse treatment facility. We will then consider each of the two demand indications in deriving our demand conclusions. The target groups are as follows:

#### TARGET GROUPS

The next target group consists of the “age qualified” population that has adequate insurance for Substance Abuse Treatment. Research firms are now identifying **59.6%** of the population has insurance coverage for Substance Abuse Treatment. There are two primary age groups: **18-24**, and **25-29 years of age**. The focus of the analysis will be **residential substance abuse treatment by For-Profit Facilities**.

### DEMAND ASSUMPTIONS

To determine the potential need for a substance abuse treatment program in this market, we make four assumptions:

1. The probable extent of the Cartersville, GA Primary Market Area (PMA) is assumed to be a **30-mile radius** in and around the facility site covering eight surrounding counties.
2. In addition to the prospects, we expect to derive from the primary market itself, we will expect the facility to fill approximately **10%** of its beds from clients outside the PMA, primarily from the neighboring counties around **Bartow, Cherokee, Cobb, Floyd, Gordon, Paulding, Pickens, Polk** counties, and beyond.
3. Since the Tiger Lily facility was recently built in 2021, we will make population projections for determining whether there will be sufficient demand.

4. “Qualified Households”. We include for consideration any prospects who have insurance coverage - **59.6%** of the population according to the *Kaiser Foundation*.

*Incidence of Addiction (SAMHSA)*

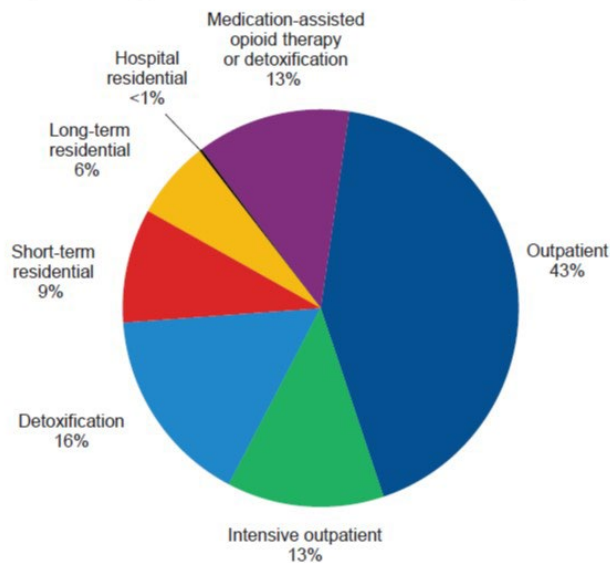
16.7% of persons aged 12 & older  
 39% of persons aged 18-24  
 34% of persons aged 25-29

*Treatment (SAMHSA)*

26% Receive Treatment  
 44% Receive Inpatient Treatment  
 45% are private pay

According to **The National Center for Drug Abuse Statistics (NCDAS)**, rates range from **\$500 to \$650 ADR**. Short-term LOS which averaged **30-60 days**, and long-term which averaged a LOS of **79 days** (*TEDS Report HHS’ Substance Abuse and Mental Health Services Administration.*) According to the same study, the % of all discharges, including outpatient, hospital, or residential was **6% for Long Term** and **9% for short term**.

**Figure 13. Type of treatment service at discharge: 2019**



SOURCE: Center for Behavioral Health Statistics and Quality, Substance Abuse and Mental Health Services Administration, Treatment Episode Data Set (TEDS). Data received through 11.03.20.

**DEMAND CALCULATION**

The Model incorporates all the assumptions presented above to estimate the probable need for substance abuse treatment beds in the Cartersville 30-mile radius PMA, today and in 2029. The Model first starts by estimating the number of likely persons suffering from drug addiction in the PMA.

The model then factors in the probable draw to yield the total bed need for the Tiger Lily PMA. From the total prospect pool, an average occupancy rate of **80%** is applied, to yield the maximum number of competitive beds in the market within the PMA. After deducting the existing inventory provided by the Georgia Department of Community Health (DCH), we are left with the Unmet Demand for additional substance abuse beds.



There is a total of **0** residential for-profit substance abuse beds in the eight-county **Bartow, Cherokee, Cobb, Floyd, Gordon, Paulding, Pickens, Polk** PMA (e.g., 30-mile radius) with **0** under construction. The main draw will come from the three largest and wealthier **Bartow, Cherokee, and Cobb** counties (see their county profiles attached).

The model shows an Unmet Demand for residential substance abuse treatment beds will total **2,832** units today; and total **2,959** beds by 2029.

### 30-MILE PMA DEMOGRAPHICS

Average HHI	\$125,398
Average Net Worth	\$1,546,733

Average home values: \$427,550

Cartersville is an easy **59-minute drive** from the **Hartsfield-Jackson International Airport** in Atlanta, GA.

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

## Residential Drug Treatment Demand - Tiget Lily

% INSURED 59.600%

### 2023 Income-Qualified Households

Age	% Addiction	Population	#Draw from Qualified	Total
18-24	39.00%	136,157	31648	31648
25-29	34.0%	85,229	17271	17271
<b>Total</b>		<b>221,386</b>	<b>48,919</b>	<b>48,919</b>

### 2029 Income-Qualified Households Requiring Memory Care

Age	% Addiction	Population	#Draw from Qualified	Total
18-25	39.00%	130,131	30248	30248
26-29	34.0%	102,974	20867	20867
<b>Total</b>		<b>233,105</b>	<b>51,114</b>	<b>51,114</b>

### Demand Calculation

		2023	2029
1.	Calculated Market Potential	48,919	51,114
2.	Estimated Competitive Beds in Market Area **	0	0
3.	Maximum Occupancy in Competitive Beds	80%	80%
4.	Adjusted Competitive Beds	0	0
<b>5.</b>	<b>Available Prospects in Market Area (Line 1 – Line 4)</b>	<b>48,919</b>	<b>51,114</b>
6.	Percent of Added Prospects from Outside the Market Area	0.1	0.1
7.	Prospects from Outside the Market Area (Line 1 * Line 6)	4,892	5,111
<b>8.</b>	<b>Potential Market Area (Line 5 * Line 7)</b>	<b>53,811</b>	<b>56,226</b>

### Market Demand Computation

9.	Total Adjusted Market Potential [Line 8 - Line 4]	53,811	56,226
10.	Estimated Percent of Being Treated	26%	26%
11.	Estimated Percent Inpatient	44%	44%
12.	Estimated Percent Treated by For-Profit	46%	46%
	<b>UNMET DEMAND</b>	<b>2,832</b>	<b>2,959</b>

#### References:

\* ESRI Demographics Data

\*\* Georgia Department of Community Affairs

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# LICENSED DRUG ABUSE TREATMENT CENTERS IN BARTOW, CHEROKEE, COBB, FLOYD, GORDON, PAULING, PICKENS, AND POLK COUNTIES

Name	Facility Type	Address	City	State	Zip	County	Bed Capacity	Effective Date of License
EASTCHESTER FAMILY SERVICES CARTERSVILLE	DRUG ABUSE TREATMENT CENTER	137 N ERWIN STREET	CARTERSVILLE	GA	30120	BARTOW	0	08/25/2020
GROUPS RECOVER TOGETHER - GEORGIA LLC	DRUG ABUSE TREATMENT CENTER	1010 NORTH TENNESSEE STREET, SUITE 212	CARTERSVILLE	GA	30120	BARTOW	0	09/07/2023
HIGHLAND RIVERS HEALTH- BARTOW COUNTY	DRUG ABUSE TREATMENT CENTER	650 JOE FRANK HARRIS PARKWAY	CARTERSVILLE	GA	30120	BARTOW	0	03/22/2005
HIGHLAND RIVERS HEALTH- CARTERSVILLE	DRUG ABUSE TREATMENT CENTER	1 GOODYEAR AVE	CARTERSVILLE	GA	30120	BARTOW	0	03/18/2016
BLUE RIDGE MOUNTAIN RECOVERY	DRUG ABUSE TREATMENT CENTER	1380 HOWELL BRIDGE RD	BALL GROUND GA	30107	CHEROKEE	0	03/15/2022	
BLUE RIDGE MOUNTAIN RECOVERY CENTER	DRUG ABUSE TREATMENT CENTER	255 DEPOT STREET, SUITE 200	BALL GROUND GA	30107	CHEROKEE	0	10/03/2018	
GOSHEN VALLEY FOUNDATION	DRUG ABUSE TREATMENT CENTER	230 MARIETTA HWY	CANTON	GA	30114	CHEROKEE	0	08/04/2023
HEALTH CONNECT AMERICA, INC	DRUG ABUSE TREATMENT CENTER	104 SPRINGFIELD DR	WOODSTOCK	GA	30188	CHEROKEE	0	01/12/2023
HIGHLAND RIVERS HEALTH- CHEROKEE COUNTY	DRUG ABUSE TREATMENT CENTER	191 LAMAR HALEY PARKWAY	CANTON	GA	30114	CHEROKEE	0	06/19/2014
INNER VOYAGE RECOVERY CENTER	DRUG ABUSE TREATMENT CENTER	2230 TOWNE LAKE PARKWAY, BLDG 900, UNIT 200	WOODSTOCK	GA	30189	CHEROKEE	0	09/07/2021
PATHLIGHT COUNSELING	DRUG ABUSE TREATMENT CENTER	4390 EARNEY ROAD SUITE 140	WOODSTOCK	GA	30188	CHEROKEE	0	05/24/2019
TREK	DRUG ABUSE TREATMENT CENTER	5341 CROSSROADS DRIVE	ACWORTH	GA	30102	CHEROKEE	0	07/25/2013
ACE COMMUNITY SUPPORT SERVICES	DRUG ABUSE TREATMENT CENTER	1238 POWERS FERRY CMN SE	MARIETTA	GA	30067	COBB	0	06/17/2014
ACWORTH OUTPATIENT DETOX	DRUG ABUSE TREATMENT CENTER	6060 LAKE ACWORTH DRIVE, SUITE H	ACWORTH	GA	30101	COBB	0	12/27/2021
ACWORTH OUTPATIENT DETOX	DRUG ABUSE TREATMENT CENTER	6060 LAKE ACWORTH SUITE G	ACWORTH	GA	30101	COBB	0	09/20/2022
ALANA RECOVERY CENTERS	DRUG ABUSE TREATMENT CENTER	1301 SHILOH ROAD NW SUITES 1810-1840	KENNESAW	GA	30144	COBB	0	01/27/2017
ALANA RECOVERY CENTERS	DRUG ABUSE TREATMENT CENTER	1275 SHILOH ROAD NW SUITE 2560	KENNESAW	GA	30144	COBB	0	02/28/2020
AMERICAN ALTERNATIVE COURT SERVICES	DRUG ABUSE TREATMENT CENTER	1295 TERRELL MILL ROAD, SUITE 104	MARIETTA	GA	30067	COBB	0	01/22/2020
CENTERED RECOVERY PROGRAMS MARIETTA	DRUG ABUSE TREATMENT CENTER	1000 PIEDMONT ROAD	MARIETTA	GA	30066	COBB	0	11/01/2018
CHANGING PHASES BEHAVIORAL SUPPORT	DRUG ABUSE TREATMENT CENTER	3655 CANTON ROAD, SUITE 201	MARIETTA	GA	30066	COBB	0	10/13/2015
CIRCLE, THE	DRUG ABUSE TREATMENT CENTER	6133 LOVE STREET	AUSTELL	GA	30168	COBB	0	06/29/2022
<b>COBB &amp; DOUGLAS COUNTY CSB- APS TANF PROGRAM</b>	<b>DRUG ABUSE TREATMENT CENTER</b>	<b>825 POWDER SPRINGS RD, #1001</b>	<b>MARIETTA</b>	<b>GA</b>	<b>30060</b>	<b>COBB</b>	<b>31</b>	<b>11/01/2004</b>
COBB OUTPATIENT DETOX	DRUG ABUSE TREATMENT CENTER	811 LIVINGSTON CT SUITE B	MARIETTA	GA	30067	COBB	0	08/07/2023
COBB OUTPATIENT SERVICES	DRUG ABUSE TREATMENT CENTER	1650 COUNTY SERVICES PARKWAY	MARIETTA	GA	30006	COBB	0	06/28/2022
CROSSOVER OUTPATIENT SERVICES	DRUG ABUSE TREATMENT CENTER	241 LEMON STREET SUITE E	MARIETTA	GA	30060	COBB	0	07/11/2017
EMPOWERED RECOVERY CENTER	DRUG ABUSE TREATMENT CENTER	3651 CANTON ROAD	MARIETTA	GA	30066	COBB	0	01/26/2022
EXTENSION MEN'S CAMPUS, THE	DRUG ABUSE TREATMENT CENTER	1507 CHURCH STREET EXT NW	MARIETTA	GA	30061	COBB	0	08/23/2011
EXTENSION WOMEN'S CAMPUS, THE	DRUG ABUSE TREATMENT CENTER	130 HOLIDAY STREET	MARIETTA	GA	30060	COBB	0	07/13/2017
FOUNDATION RECOVERY NETWORK ATLANTA	DRUG ABUSE TREATMENT CENTER	114 SLOAN ST	ROSWELL	GA	30075	COBB	0	10/15/2008
<b>GEORGE W HARTMANN CENTER COBB COUNTY COMMUNITY SERVICE BOARD</b>	<b>DRUG ABUSE TREATMENT CENTER</b>	<b>729 LAWRENCE STREET</b>	<b>MARIETTA</b>	<b>GA</b>	<b>30060</b>	<b>COBB</b>	<b>30</b>	<b>05/30/2022</b>
HAND IN HAND RECOVERY CENTER LLC	DRUG ABUSE TREATMENT CENTER	3411 AUSTELL RD SW STE 100, 102, 200	MARIETTA	GA	30064	COBB	0	12/13/2023
HELPING HANDS COMMUNITY BASED SERVICES, INC	DRUG ABUSE TREATMENT CENTER	2933 CHEROKEE STREET, SUITE 100	KENNESAW	GA	30144	COBB	0	05/22/2018
HIGH FOCUS CENTERS	DRUG ABUSE TREATMENT CENTER	1642 POWERS FERRY ROAD, SUITE 200	MARIETTA	GA	30067	COBB	0	03/25/2024
HIGHLAND RIVERS BEHAVIORAL HEALTH AT COBB	DRUG ABUSE TREATMENT CENTER	3830 SOUTH COBB DR SUITES 200 & 300	SMYRNA	GA	30080	COBB	0	08/22/2023
HOPE HARBOR WELLNESS LLC	DRUG ABUSE TREATMENT CENTER	126 ENTERPRISE PATH, SUITE 208	HIRAM	GA	30141	COBB	0	07/09/2020
KENNESAW TRAUMA AND ADDICTION CENTER LLC	DRUG ABUSE TREATMENT CENTER	3745 CHEROKEE STREET, SUITE 101, OFFICE #4	ACWORTH	GA	30144	COBB	0	05/24/2022
LIFE SKILLS COMMUNITY CENTER INC	DRUG ABUSE TREATMENT CENTER	2440 SANDY PLAINS RD, BLDG 29, SUITE 300	MARIETTA	GA	30066	COBB	0	05/03/2023
NEW DIRECTION COMMUNITY OUTREACH SERVICES, INC	DRUG ABUSE TREATMENT CENTER	577 CONCORD RD SE SUITE D	SMYRNA	GA	30082	COBB	0	04/16/2014
NORTH GEORGIA RECOVERY CENTER	DRUG ABUSE TREATMENT CENTER	1690 ROBERTS BLVD, NW SUITE 103	KENNESAW	GA	30144	COBB	0	02/02/2024
PATHWAYS OUTPATIENT SERVICES	DRUG ABUSE TREATMENT CENTER	241 LEMON STREET	MARIETTA	GA	30060	COBB	0	08/01/2016
PROACTIVE MANAGEMENT CONSULTING, LLC	DRUG ABUSE TREATMENT CENTER	1830 WATER PLACE, SUITE 220	ATLANTA	GA	30339	COBB	0	02/12/2013
RAVENS NEST FOUNDATION INC	DRUG ABUSE TREATMENT CENTER	3875 AUSTELL RD STE 303	AUSTELL	GA	30106	COBB	0	02/25/2020
RECOVERY DBT LLC	DRUG ABUSE TREATMENT CENTER	1640 POWERS FERRY ROAD 4-300	MARIETTA	GA	30067	COBB	0	04/05/2024
RECOVERY IN MOTION	DRUG ABUSE TREATMENT CENTER	2650 BENTLEY ROAD #8A	MARIETTA	GA	30067	COBB	0	06/30/2022
RED TOP WELLNESS CENTER, LLC	DRUG ABUSE TREATMENT CENTER	5 BOWENS COURT	CARTERSVILLE	GA	30120	COBB	0	06/23/2023
RIVERMEND HEALTH CENTERS LLC OF GEORGIA	DRUG ABUSE TREATMENT CENTER	1640 POWERS FERRY ROAD, BUILDING 6, SUITE 100	ATLANTA	GA	30339	COBB	0	12/06/2016
SOMEONE CARES-MARIETTA	DRUG ABUSE TREATMENT CENTER	1950 SPECTRUM CIRCLE #200	MARIETTA	GA	30067	COBB	0	02/23/2017
SOUTHERN SKY OUTPATIENT DETOX	DRUG ABUSE TREATMENT CENTER	1800 WATER PLACE BLDG 200 STE 180	ATLANTA	GA	30339	COBB	0	11/01/2023
STRUCTURED FAMILY INTERVENTIONS	DRUG ABUSE TREATMENT CENTER	1995 NORTH PARK PLACE, SUITE 422	ATLANTA	GA	30339	COBB	0	10/14/2015
TRAIME BEHAVIORAL HEALTH, INC	DRUG ABUSE TREATMENT CENTER	2000 POWERS FERRY RD SUITE 530	MARIETTA	GA	30067	COBB	0	03/22/2016
TREK - IOP/PHP	DRUG ABUSE TREATMENT CENTER	5339 CROSSROADS DRIVE	ACWORTH	GA	30102	COBB	0	08/01/2018
WTRS	DRUG ABUSE TREATMENT CENTER	825 POWDER SPRINGS ROAD #1201	MARIETTA	GA	30008	COBB	0	07/26/2022
FAIRLAND RECOVERY CENTER INC	DRUG ABUSE TREATMENT CENTER	4451 ALABAMA HIGHWAY NW	ROME	GA	30165	FLOYD	0	01/12/2024
FLOYD BEHAVIORAL HEALTH CARE	DRUG ABUSE TREATMENT CENTER	306 SHORTER AVENUE	ROME	GA	30165	FLOYD	0	12/07/2016
HIGHLAND RIVERS CHILD AND ADOLESCENT SERVICES	DRUG ABUSE TREATMENT CENTER	1838 REDMOND CIRCLE, SUITE E	ROME	GA	30165	FLOYD	0	02/21/2018
HIGHLAND RIVERS CSB	DRUG ABUSE TREATMENT CENTER	6 MATHIS DRIVE	ROME	GA	30165	FLOYD	0	11/01/2004
SOUTHEAST DETOX LLC	DRUG ABUSE TREATMENT CENTER	4300 MARTHA BERRY HIGHWAY	ROME	GA	30165	FLOYD	0	09/24/2021
HIGHLAND RIVERS HEALTH-CALHOUN	DRUG ABUSE TREATMENT CENTER	100 WRIGHT COURT NE	CALHOUN	GA	30701	GORDON	0	11/30/2021
CENTER BEYOND SOLUTIONS	DRUG ABUSE TREATMENT CENTER	168 N JOHNSTON STREET	DALLAS	GA	30132	PAULDING	0	12/14/2016
HEALTH CONNECT AMERICA - DALLAS	DRUG ABUSE TREATMENT CENTER	168 NORTH JOHNSON STREET, SUITE 304	DALLAS	GA	30132	PAULDING	0	06/14/2019
HIGHLAND RIVERS CENTER	DRUG ABUSE TREATMENT CENTER	126 ENTERPRISE PATH, SUITE 201	HIRAM	GA	30141	PAULDING	0	05/15/2008
HOOKED ON HOPE LLC	DRUG ABUSE TREATMENT CENTER	126 ENTERPRISE PATH STE 207	HIRAM	GA	30141	PAULDING	0	07/21/2023
PREMIERE TRANSITIONAL SVCS SUBSTANCE ABUSE PROGRAM	DRUG ABUSE TREATMENT CENTER	44 DARBY'S CROSSING DRIVE, SUITE 110D	HIRAM	GA	30141	PAULDING	0	04/06/2015
TORN COUNSELING AND RECOVERY CENTER, LLC	DRUG ABUSE TREATMENT CENTER	3732 CEDARCREST ROAD, SUITE 104	ACWORTH	GA	30101	PAULDING	0	09/02/2021
WEST GEORGIA WELLNESS CENTER LLC	DRUG ABUSE TREATMENT CENTER	126 ENTERPRISE PATH STE 104	HIRAM	GA	30141	PAULDING	0	07/18/2023
GOOD SHEPHERD RECOVERY HOUSE	DRUG ABUSE TREATMENT CENTER	601 MOORE ROAD	JASPER	GA	30143	PICKENS	0	09/24/2020
HIGHLAND RIVER HEALTH- PICKENS COUNTY	DRUG ABUSE TREATMENT CENTER	323 ROLAND ROAD	JASPER	GA	30143	PICKENS	0	06/18/2014
<b>HIGHLAND RIVERS CSB- POLK COUNTY</b>	<b>DRUG ABUSE TREATMENT CENTER</b>	<b>424 NORTH MAIN STREET</b>	<b>CEDARTOWN</b>	<b>GA</b>	<b>30125</b>	<b>POLK</b>	<b>30</b>	<b>02/18/2005</b>
MURPHY-HARPST CHILDREN'S CENTERS- SUCCESS PROGRAM	DRUG ABUSE TREATMENT CENTER	740 FLETCHER ST	CEDARTOWN	GA	30125	POLK	0	09/26/2007

RED = GOVERNMENT COUNTY PROGRAMS

REFERENCE: GEORGIA DEPARTMENT OF COMMUNITY HEALTH

# Detailed Age Profile

Bartow County, Georgia 2  
Bartow County, Georgia  
Ring: 30 mile radius

Prepared by Esri  
Latitude: 34.23765  
Longitude: -84.84033

Summary	Census 2020	2024	2029	2024-2029 Change	2024-2029 Annual Rate
Population	1,321,996	1,383,875	1,440,523	56,648	0.81%
Households	475,528	500,573	525,642	25,069	0.98%
Average Household Size	2.74	2.73	2.70	-0.03	-0.22%

Total Population by Detailed Age	Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent
Total	1,321,996	100.0%	1,383,877	100.0%	1,440,524	100.0%
<1	13,389	1.0%	14,252	1.0%	15,597	1.1%
1	13,765	1.0%	14,812	1.1%	15,599	1.1%
2	14,818	1.1%	15,307	1.1%	15,721	1.1%
3	15,458	1.2%	15,809	1.1%	15,896	1.1%
4	16,221	1.2%	16,192	1.2%	16,147	1.1%
5	16,571	1.3%	16,445	1.2%	15,971	1.1%
6	16,560	1.3%	16,767	1.2%	15,953	1.1%
7	17,010	1.3%	17,202	1.2%	16,262	1.1%
8	17,303	1.3%	17,355	1.3%	16,380	1.1%
9	17,443	1.3%	17,619	1.3%	16,805	1.2%
10	18,506	1.4%	17,838	1.3%	17,419	1.2%
11	18,788	1.4%	18,213	1.3%	17,952	1.2%
12	19,731	1.5%	18,574	1.3%	18,333	1.3%
13	20,079	1.5%	18,661	1.3%	18,337	1.3%
14	19,968	1.5%	18,484	1.3%	17,818	1.2%
15	20,088	1.5%	18,869	1.4%	17,724	1.2%
16	20,323	1.5%	19,045	1.4%	17,654	1.2%
17	20,048	1.5%	19,009	1.4%	17,501	1.2%
18	19,467	1.5%	19,504	1.4%	18,059	1.3%
19	19,804	1.5%	20,660	1.5%	19,480	1.4%
20 - 24	88,095	6.7%	95,993	6.9%	92,592	6.4%
25 - 29	78,335	5.9%	85,229	6.2%	102,974	7.1%
30 - 34	82,229	6.2%	89,102	6.4%	94,077	6.5%
35 - 39	85,587	6.5%	90,987	6.6%	95,958	6.7%
40 - 44	86,381	6.5%	94,039	6.8%	95,538	6.6%
45 - 49	92,718	7.0%	89,166	6.4%	95,372	6.6%
50 - 54	91,540	6.9%	96,236	7.0%	88,319	6.1%
55 - 59	89,568	6.8%	87,909	6.4%	92,166	6.4%
60 - 64	78,854	6.0%	84,692	6.1%	84,051	5.8%
65 - 69	65,274	4.9%	71,846	5.2%	80,258	5.6%
70 - 74	54,950	4.2%	57,880	4.2%	66,965	4.6%
75 - 79	35,304	2.7%	44,595	3.2%	50,756	3.5%
80 - 84	20,867	1.6%	25,378	1.8%	35,366	2.5%
85+	16,955	1.3%	20,208	1.5%	25,524	1.8%
<18	316,070	23.9%	310,453	22.4%	303,068	21.0%
18+	1,005,927	76.1%	1,073,423	77.6%	1,137,456	79.0%
21+	947,045	71.6%	1,012,667	73.2%	1,080,534	75.0%
Median Age	38.3		38.9		39.7	

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census data.

# Community Profile

Bartow County, Georgia 2  
 Bartow County, Georgia  
 Rings: 30 mile radii

Prepared by Esri  
 Latitude: 34.23765  
 Longitude: -84.84033

**30 miles**

<b>Population Summary</b>	
2010 Total Population	1,176,774
2020 Total Population	1,321,996
2020 Group Quarters	18,799
<b>2024 Total Population</b>	<b>1,383,875</b>
2024 Group Quarters	18,665
2029 Total Population	1,440,523
2024-2029 Annual Rate	0.81%
2024 Total Daytime Population	1,260,644
Workers	556,942
Residents	703,702
<b>Household Summary</b>	
2010 Households	419,873
2010 Average Household Size	2.76
2020 Total Households	475,528
2020 Average Household Size	2.74
2024 Households	500,573
2024 Average Household Size	2.73
2029 Households	525,642
2029 Average Household Size	2.70
2024-2029 Annual Rate	0.98%
2010 Families	310,065
2010 Average Family Size	3.21
2024 Families	358,506
2024 Average Family Size	3.22
2029 Families	374,999
2029 Average Family Size	3.20
2024-2029 Annual Rate	0.90%
<b>Housing Unit Summary</b>	
2000 Housing Units	351,521
Owner Occupied Housing Units	73.1%
Renter Occupied Housing Units	22.3%
Vacant Housing Units	4.6%
2010 Housing Units	460,594
Owner Occupied Housing Units	67.0%
Renter Occupied Housing Units	24.1%
Vacant Housing Units	8.8%
2020 Housing Units	501,990
Owner Occupied Housing Units	68.1%
Renter Occupied Housing Units	26.7%
Vacant Housing Units	5.3%
2024 Housing Units	526,504
Owner Occupied Housing Units	70.4%
Renter Occupied Housing Units	24.7%
Vacant Housing Units	4.9%
2029 Housing Units	552,579
Owner Occupied Housing Units	71.8%
Renter Occupied Housing Units	23.3%
Vacant Housing Units	4.9%

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



**30 miles**

## 2024 Households by Income

Household Income Base	500,573
<\$15,000	5.6%
\$15,000 - \$24,999	4.6%
\$25,000 - \$34,999	5.1%
\$35,000 - \$49,999	8.8%
\$50,000 - \$74,999	14.8%
\$75,000 - \$99,999	13.5%
\$100,000 - \$149,999	21.6%
\$150,000 - \$199,999	11.0%
\$200,000+	14.9%

**Average Household Income** **\$125,398**

## 2029 Households by Income

Household Income Base	525,642
<\$15,000	4.4%
\$15,000 - \$24,999	3.2%
\$25,000 - \$34,999	3.8%
\$35,000 - \$49,999	7.2%
\$50,000 - \$74,999	13.0%
\$75,000 - \$99,999	13.1%
\$100,000 - \$149,999	23.8%
\$150,000 - \$199,999	13.9%
\$200,000+	17.5%

**Average Household Income** **\$144,213**

## 2024 Owner Occupied Housing Units by Value

Total	370,446
<\$50,000	2.3%
\$50,000 - \$99,999	2.3%
\$100,000 - \$149,999	2.8%
\$150,000 - \$199,999	5.9%
\$200,000 - \$249,999	7.7%
\$250,000 - \$299,999	9.3%
\$300,000 - \$399,999	24.4%
\$400,000 - \$499,999	18.4%
\$500,000 - \$749,999	19.2%
\$750,000 - \$999,999	5.3%
\$1,000,000 - \$1,499,999	1.5%
\$1,500,000 - \$1,999,999	0.4%
\$2,000,000 +	0.4%

**Average Home Value** **\$427,550**

## 2029 Owner Occupied Housing Units by Value

Total	396,672
<\$50,000	1.1%
\$50,000 - \$99,999	1.2%
\$100,000 - \$149,999	1.2%
\$150,000 - \$199,999	2.9%
\$200,000 - \$249,999	4.6%
\$250,000 - \$299,999	7.5%
\$300,000 - \$399,999	24.5%
\$400,000 - \$499,999	21.2%
\$500,000 - \$749,999	25.6%
\$750,000 - \$999,999	7.6%
\$1,000,000 - \$1,499,999	1.9%
\$1,500,000 - \$1,999,999	0.4%
\$2,000,000 +	0.4%

**Average Home Value** **\$484,654**

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Community Profile

Bartow County, Georgia 2  
 Bartow County, Georgia  
 Rings: 30 mile radii

Prepared by Esri  
 Latitude: 34.23765  
 Longitude: -84.84033

**30 miles**

Median Household Income	
2024	\$94,329
2029	\$107,367
Median Home Value	
2024	\$380,175
2029	\$432,941
Per Capita Income	
2024	\$45,426
2029	\$52,687
Median Age	
2010	36.1
2020	38.3
2024	38.9
2029	39.7
2020 Population by Age	
Total	1,321,996
0 - 4	5.6%
5 - 9	6.4%
10 - 14	7.3%
15 - 24	14.2%
25 - 34	12.1%
35 - 44	13.0%
45 - 54	13.9%
55 - 64	12.7%
65 - 74	9.1%
75 - 84	4.2%
85 +	1.3%
18 +	76.1%
2024 Population by Age	
Total	1,383,877
0 - 4	5.5%
5 - 9	6.2%
10 - 14	6.6%
15 - 24	14.0%
25 - 34	12.6%
35 - 44	13.4%
45 - 54	13.4%
55 - 64	12.5%
65 - 74	9.4%
75 - 84	5.1%
85 +	1.5%
18 +	77.6%
2029 Population by Age	
Total	1,440,522
0 - 4	5.5%
5 - 9	5.6%
10 - 14	6.2%
15 - 24	12.7%
25 - 34	13.7%
35 - 44	13.3%
45 - 54	12.8%
55 - 64	12.2%
65 - 74	10.2%
75 - 84	6.0%
85 +	1.8%
18 +	79.0%
2020 Population by Sex	

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 06, 2024

# Community Profile

Bartow County, Georgia 2  
Bartow County, Georgia  
Rings: 30 mile radii

Prepared by Esri  
Latitude: 34.23765  
Longitude: -84.84033

	<b>30 miles</b>
Males	644,089
Females	677,907
<b>2024 Population by Sex</b>	
Males	685,409
Females	698,466
<b>2029 Population by Sex</b>	
Males	709,282
Females	731,241
<b>2010 Population by Race/Ethnicity</b>	
Total	1,176,774
White Alone	75.8%
Black Alone	14.5%
American Indian Alone	0.3%
Asian Alone	2.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.4%
Two or More Races	2.3%
Hispanic Origin	10.1%
Diversity Index	51.0
<b>2020 Population by Race/Ethnicity</b>	
Total	1,321,996
White Alone	66.2%
Black Alone	15.8%
American Indian Alone	0.5%
Asian Alone	3.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	5.7%
Two or More Races	8.7%
Hispanic Origin	12.4%
Diversity Index	62.8
<b>2024 Population by Race/Ethnicity</b>	
Total	1,383,876
White Alone	64.5%
Black Alone	16.4%
American Indian Alone	0.6%
Asian Alone	3.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	6.1%
Two or More Races	9.2%
Hispanic Origin	13.2%
Diversity Index	64.8
<b>2029 Population by Race/Ethnicity</b>	
Total	1,440,523
White Alone	62.9%
Black Alone	16.7%
American Indian Alone	0.6%
Asian Alone	3.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	6.4%
Two or More Races	9.8%
Hispanic Origin	14.1%
Diversity Index	66.8

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

**30 miles**

## 2020 Population by Relationship and Household Type

Total	1,321,996
In Households	98.6%
Householder	36.0%
Opposite-Sex Spouse	19.2%
Same-Sex Spouse	0.2%
Opposite-Sex Unmarried Partner	1.9%
Same-Sex Unmarried Partner	0.1%
Biological Child	28.8%
Adopted Child	0.7%
Stepchild	1.4%
Grandchild	2.4%
Brother or Sister	1.2%
Parent	1.3%
Parent-in-law	0.4%
Son-in-law or Daughter-in-law	0.5%
Other Relatives	1.4%
Foster Child	0.1%
Other Nonrelatives	3.0%
In Group Quarters	1.4%
Institutionalized	0.7%
Noninstitutionalized	0.7%

## 2024 Population 25+ by Educational Attainment

Total	937,266
Less than 9th Grade	3.1%
9th - 12th Grade, No Diploma	4.7%
High School Graduate	20.9%
GED/Alternative Credential	5.0%
Some College, No Degree	18.4%
Associate Degree	8.9%
Bachelor's Degree	25.1%
Graduate/Professional Degree	13.8%

## 2024 Population 15+ by Marital Status

Total	1,130,345
Never Married	28.8%
Married	56.2%
Widowed	4.9%
Divorced	10.1%

## 2024 Civilian Population 16+ in Labor Force

Civilian Population 16+	711,686
Population 16+ Employed	96.3%
Population 16+ Unemployment rate	3.7%
Population 16-24 Employed	13.9%
Population 16-24 Unemployment rate	9.3%
Population 25-54 Employed	63.7%
Population 25-54 Unemployment rate	2.8%
Population 55-64 Employed	16.1%
Population 55-64 Unemployment rate	2.3%
Population 65+ Employed	6.3%
Population 65+ Unemployment rate	4.0%

**30 miles**

## 2024 Employed Population 16+ by Industry

Total	685,047
Agriculture/Mining	0.4%
Construction	8.7%
Manufacturing	11.3%
Wholesale Trade	2.5%
Retail Trade	10.9%
Transportation/Utilities	5.9%
Information	2.5%
Finance/Insurance/Real Estate	7.1%
Services	47.2%
Public Administration	3.6%

## 2024 Employed Population 16+ by Occupation

<b>Total</b>	<b>685,046</b>
White Collar	65.1%
Management/Business/Financial	21.2%
Professional	23.7%
Sales	9.9%
Administrative Support	10.4%
Services	13.8%
Blue Collar	21.1%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	5.3%
Installation/Maintenance/Repair	3.1%
Production	5.6%
Transportation/Material Moving	7.0%

## 2020 Households by Type

Total	475,528
Married Couple Households	54.0%
With Own Children <18	22.6%
Without Own Children <18	31.4%
Cohabiting Couple Households	5.6%
With Own Children <18	2.0%
Without Own Children <18	3.6%
Male Householder, No Spouse/Partner	15.3%
Living Alone	9.3%
65 Years and over	2.7%
With Own Children <18	1.7%
Without Own Children <18, With Relatives	2.9%
No Relatives Present	1.5%
Female Householder, No Spouse/Partner	25.1%
Living Alone	12.3%
65 Years and over	6.1%
With Own Children <18	5.2%
Without Own Children <18, With Relatives	6.5%
No Relatives Present	1.1%

## 2020 Households by Size

Total	475,528
1 Person Household	21.5%
2 Person Household	32.3%
3 Person Household	17.8%
4 Person Household	16.1%
5 Person Household	7.6%
6 Person Household	3.0%
7 + Person Household	1.7%

# Community Profile

Bartow County, Georgia 2  
 Bartow County, Georgia  
 Rings: 30 mile radii

Prepared by Esri  
 Latitude: 34.23765  
 Longitude: -84.84033

**30 miles**

## 2020 Households by Tenure and Mortgage Status

Total	475,528
Owner Occupied	71.8%
Owned with a Mortgage/Loan	53.7%
Owned Free and Clear	18.2%
Renter Occupied	28.2%

## 2024 Affordability, Mortgage and Wealth

Housing Affordability Index	99
Percent of Income for Mortgage	25.2%
Wealth Index	117

## 2020 Housing Units By Urban/ Rural Status

Total	501,990
Urban Housing Units	82.0%
Rural Housing Units	18.0%

## 2020 Population By Urban/ Rural Status

Total	1,321,996
Urban Population	82.2%
Rural Population	17.8%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 06, 2024



## Top 3 Tapestry Segments

1.	Middleburg (4C)
2.	Workday Drive (4A)
3.	Southern Satellites (10A)

## 2024 Consumer Spending

Apparel & Services: Total \$	\$1,324,406,288
Average Spent	\$2,645.78
Spending Potential Index	111
Education: Total \$	\$942,540,902
Average Spent	\$1,882.92
Spending Potential Index	109
Entertainment/Recreation: Total \$	\$2,272,699,227
Average Spent	\$4,540.20
Spending Potential Index	111
Food at Home: Total \$	\$3,995,941,474
Average Spent	\$7,982.73
Spending Potential Index	109
Food Away from Home: Total \$	\$2,212,044,716
Average Spent	\$4,419.03
Spending Potential Index	114
<b>Health Care: Total \$</b>	<b>\$4,285,580,483</b>
Average Spent	\$8,561.35
Spending Potential Index	111
HH Furnishings & Equipment: Total \$	\$1,776,861,438
Average Spent	\$3,549.65
Spending Potential Index	112
Personal Care Products & Services: Total \$	\$546,449,818
Average Spent	\$1,091.65
Spending Potential Index	110
Shelter: Total \$	\$14,516,402,903
Average Spent	\$28,999.57
Spending Potential Index	109
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,017,946,813
Average Spent	\$4,031.27
Spending Potential Index	115
Travel: Total \$	\$1,674,853,991
Average Spent	\$3,345.87
Spending Potential Index	110
Vehicle Maintenance & Repairs: Total \$	\$827,602,193
Average Spent	\$1,653.31
Spending Potential Index	112

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

# Net Worth Profile

Bartow County, Georgia 2  
 Bartow County, Georgia  
 Ring: 30 mile radius

Prepared by Esri  
 Latitude: 34.23765  
 Longitude: -84.84033

Summary	Census 2020	2024	2029	2024-2029 Change	2024-2029 Annual Rate
Population	1,321,996	1,383,875	1,440,523	56,648	0.81%
Median Age	38.3	38.9	39.7	0.8	0.41%
Households	475,528	500,573	525,642	25,069	0.98%
Average Household Size	2.74	2.73	2.70	-0.03	-0.22%

2024 Households by Net Worth	Number	Percent
Total	500,573	100.0%
<\$15,000	62,190	12.4%
\$15,000-\$34,999	23,912	4.8%
\$35,000-\$49,999	9,463	1.9%
\$50,000-\$74,999	17,599	3.5%
\$75,000-\$99,999	18,702	3.7%
\$100,000-\$149,999	30,080	6.0%
\$150,000-\$249,999	47,621	9.5%
\$250,000-\$499,999	83,652	16.7%
\$500,000-\$999,999	79,484	15.9%
\$1,000,000-\$1,499,999	40,858	8.2%
\$1,500,000-\$1,999,999	16,768	3.3%
\$2,000,000+	70,245	14.0%

Median Net Worth \$340,274

Average Net Worth \$1,546,733

Wealth Index 117

2024 Net Worth by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	14,676	68,617	92,162	99,017	96,163	76,005	53,933
<\$15,000	6,839	16,401	14,099	8,298	7,843	5,149	3,561
\$15,000-\$34,999	2,468	5,246	6,649	3,970	2,620	1,874	1,085
\$35,000-\$49,999	561	2,258	2,422	1,830	1,100	880	411
\$50,000-\$74,999	521	4,092	4,015	3,433	2,099	1,830	1,609
\$75,000-\$99,999	484	4,899	4,029	3,197	2,494	1,869	1,729
\$100,000-\$149,999	872	6,724	5,832	5,562	4,673	3,560	2,857
\$150,000-\$249,999	1,249	8,961	9,306	9,739	6,684	5,830	5,851
\$250,000-\$499,999	1,467	11,016	17,451	17,371	15,038	11,324	9,985
\$500,000-\$999,999	170	6,932	13,239	18,965	16,233	14,014	9,931
\$1000000+	45	2,089	15,119	26,654	37,377	29,674	16,914
Median Net Worth	\$17,382	\$108,163	\$245,953	\$419,386	\$616,347	\$641,927	\$495,075
Average Net Worth	\$89,150	\$211,827	\$799,375	\$1,485,806	\$2,285,153	\$2,652,511	\$2,155,756

**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 2024 and 2029. U.S. Census Bureau 2020 decennial Census data.

# Medical Expenditures

Bartow County, Georgia 2  
Bartow County, Georgia  
Ring: 30 mile radius

Prepared by Esri  
Latitude: 34.23765  
Longitude: -84.84033

<b>Demographic Summary</b>		<b>2024</b>	<b>2029</b>
Population		1,383,875	1,440,523
Households		500,573	525,642
Families		358,506	374,999
Median Household Income		\$94,329	\$107,367
Males per 100 Females		98.1	97.0
<b>Population by Age</b>			
Population <5 Years		5.5%	5.5%
Population 65+ Years		15.9%	18.0%
Median Age		38.9	39.7
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	111	\$8,561.35	\$4,285,580,483
<b>Medical Care</b>	111	\$2,990.80	\$1,497,115,723
Physician Services	117	\$384.55	\$192,494,666
Dental Services	108	\$539.30	\$269,960,817
Eyecare Services	114	\$107.30	\$53,712,733
Lab Tests, X-rays	113	\$98.78	\$49,445,484
Hospital Room and Hospital Services	116	\$327.70	\$164,035,630
Convalescent or Nursing Home Care	93	\$41.16	\$20,603,567
Other Medical Services (1)	109	\$225.66	\$112,961,496
Nonprescription Drugs	115	\$203.98	\$102,105,580
Prescription Drugs	112	\$464.83	\$232,683,330
Nonprescription Vitamins	105	\$169.03	\$84,613,632
Medicare Prescription Drug Premium	108	\$142.35	\$71,257,672
Eyeglasses and Contact Lenses	108	\$136.38	\$68,268,847
Hearing Aids	104	\$36.73	\$18,388,122
Medical Equipment for General Use	107	\$10.66	\$5,334,033
Other Medical Supplies/Equipment (2)	110	\$102.38	\$51,250,115
<b>Health Insurance</b>	<b>111</b>	<b>\$5,570.55</b>	<b>\$2,788,464,760</b>
Blue Cross/Blue Shield	118	\$1,599.00	\$800,417,691
Fee for Service Health Plan	116	\$1,148.08	\$574,698,093
HMO	106	\$796.67	\$398,789,908
Medicare Payments	105	\$1,194.03	\$597,700,723
Long Term Care Insurance	105	\$71.35	\$35,717,604
Dental Care Insurance	115	\$206.39	\$103,310,764
Vision Care Insurance	118	\$52.59	\$26,323,777
Prescription Drug Insurance	122	\$9.26	\$4,634,357
Other Single Service Insurance (3)	112	\$17.40	\$8,708,712
Medicaid Premiums	96	\$10.87	\$5,439,981
Tricare/Military Premiums	131	\$15.22	\$7,621,106
Children's Health Ins Program Premiums	118	\$1.20	\$601,356

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**(1) Other Medical Services** includes Services by Medical Professionals other than Physicians, Outpatient Hospital Care, Blood Donation, and Ambulance, Dialysis, Emergency Room, Oxygen or Rescue Services.

**(2) Other Medical Supplies/Equipment** includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

**(3) Other Single Service Insurance** Other Single Service Insurance includes health insurance coverage that provides for only one type of service, other than dental care, vision care, prescriptions, and long-term care.

**Source:** Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

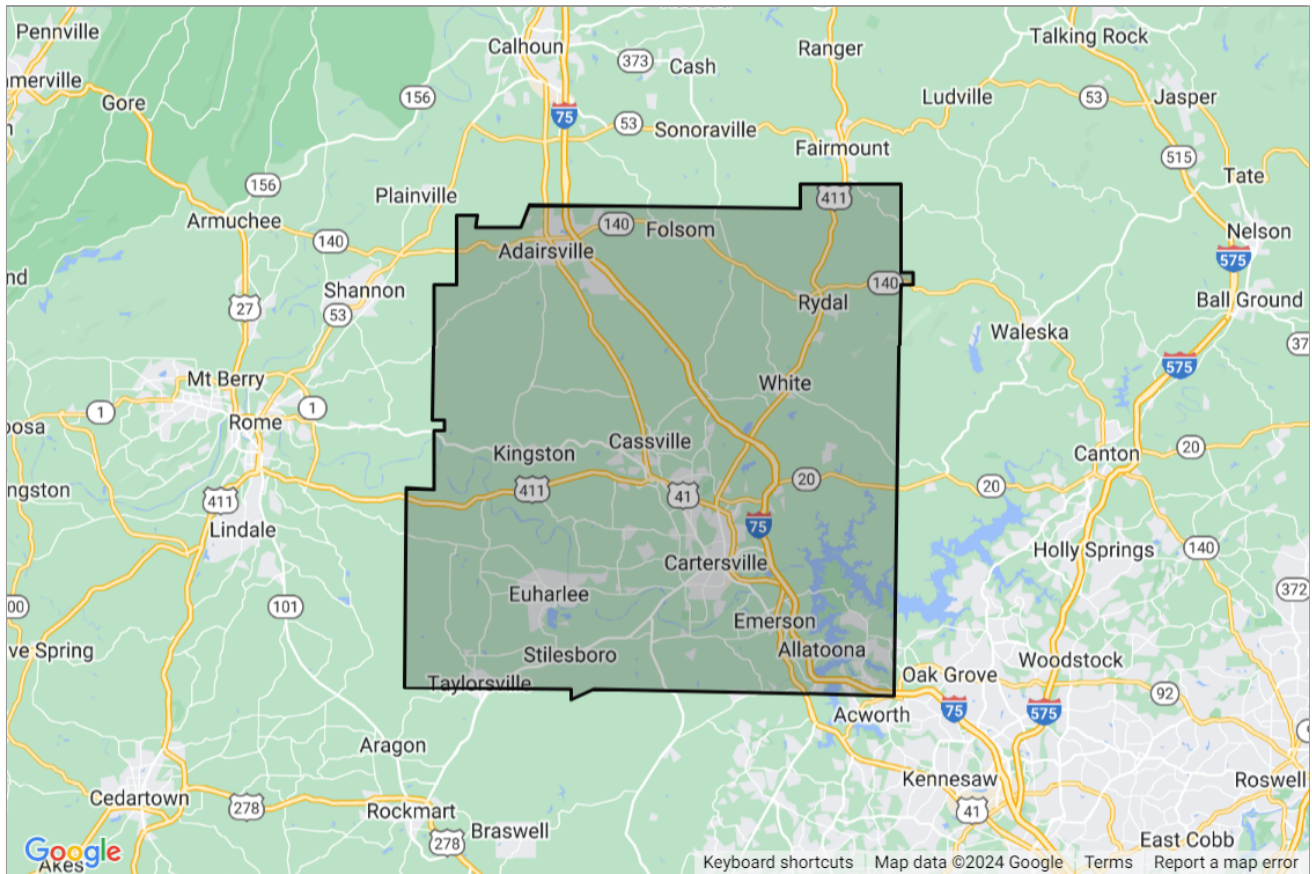


**RPR**

REALTORS  
PROPERTY  
RESOURCE

TRADE AREA REPORT

# Bartow County, Georgia



Presented by

**Ernie Anaya, MBA**

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**Bull Realty, Inc.**  
50 Glenlake Pkwy NE  
Atlanta, GA 30328



## Criteria Used for Analysis

**Median Household Income**  
**\$75,610**

**Median Age**  
**38.8**

**Total Population**  
**113,065**

**1st Dominant Segment**  
**Southern Satellites**

## Consumer Segmentation

Life Mode <b>What are the people like that live in this area?</b>	<b>Rustic Outposts</b> Country life with older families in older homes	Urbanization <b>Where do people like this usually live?</b>	<b>Rural</b> Country living featuring single-family homes with acreage, farms, and rural resort areas
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## Top Tapestry Segments

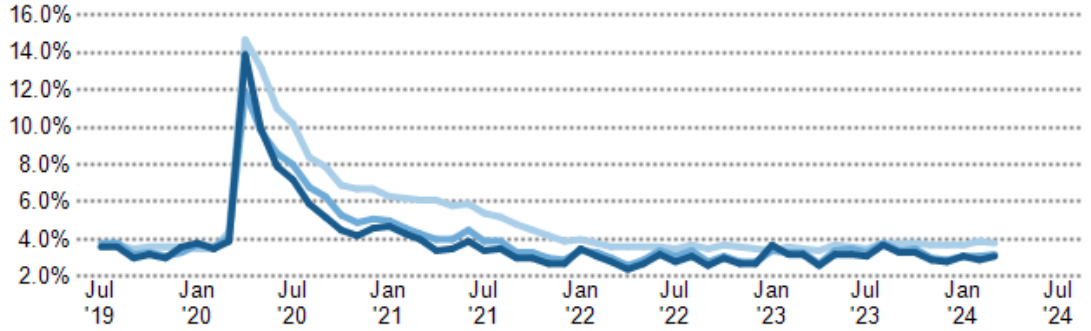
	<b>Southern Satellites</b>	<b>Middleburg</b>	<b>Down the Road</b>	<b>Traditional Living</b>	<b>In Style</b>
<b>% of Households</b>	15,362 (36.7%)	5,550 (13.3%)	3,195 (7.6%)	2,201 (5.3%)	1,964 (4.7%)
<b>% of Georgia</b>	342,628 (8.2%)	331,009 (8.0%)	82,132 (2.0%)	61,306 (1.5%)	61,570 (1.5%)
<b>Lifestyle Group</b>	Rustic Outposts	Family Landscapes	Rustic Outposts	Hometown	GenXurban
<b>Urbanization Group</b>	Rural	Semirural	Semirural	Metro Cities	Metro Cities
<b>Residence Type</b>	Single Family ; Mobile Homes	Single Family	Mobile Homes; Single Family	Single Family	Single Family
<b>Household Type</b>	Married Couples	Married Couples	Married Couples	Married Couples	Married Couples w/No Kids
<b>Average Household Size</b>	2.6	2.69	2.7	2.43	2.32
<b>Median Age</b>	41.2	37.2	36.1	36.6	43
<b>Diversity Index</b>	50.1	59.5	79.5	65.8	50.9
<b>Median Household Income</b>	\$60,700	\$77,300	\$51,700	\$49,600	\$87,800
<b>Median Net Worth</b>	\$163,200	\$181,000	\$85,300	\$68,300	\$243,800
<b>Median Home Value</b>	\$201,100	\$260,900	\$144,600	\$110,800	\$348,500
<b>Homeownership</b>	80.9 %	76.1 %	67.5 %	60.3 %	70.7 %
<b>Employment</b>	Professional or Services	Professional or Mgmt/Bus/Financial	Services or Professional	Services or Professional	Professional or Mgmt/Bus/Financial
<b>Education</b>	High School Diploma	High School Diploma	High School Diploma	High School Diploma	Bachelor's Degree
<b>Preferred Activities</b>	Go hunting, fishing . Own a pet dog.	Spending priorities also focus on family . Enjoy hunting, fishing, bowling and baseball.	Place importance on preserving time- honored customs . Go hunting, fishing.	Enjoy outdoor activities and taking trips to the zoo . Fast- food devotees.	Support arts, concerts, theaters, museums . Prefer organic foods, grow their own vegetables.
<b>Financial</b>	More concerned about cost rather than brand	Carry some debt; invest for future	Shop at Walmart Supercenters, Walgreens and dollar stores	Carry credit card balances, have personal loans	Variety of investments often managed by a financial planner
<b>Media</b>	Obtain most of their information from TV	TV and magazines provide entertainment and information	Use the Internet to stay connected, listen to radio at work	TV is seen as the most trusted media	Connected and knowledgeable via smartphones
<b>Vehicle</b>	Own 1 or 2 vehicles likely a truck	Like to drive trucks, SUVs, or motorcycles	Bought used vehicle last year	Own 1-2 vehicles	Partial to late model SUVs and compact SUVs

## Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies.

Data Source: Bureau of Labor Statistics via PolicyMap  
Update Frequency: Monthly

- Bartow County
- Georgia
- USA



## Employment Count by Industry

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

Data Source: Bureau of Labor Statistics via Esri, 2023  
Update Frequency: Annually





## 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.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually



## Associate Degree

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

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually



## 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.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually



## 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.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually



## Bartow County, Georgia: Home Value Comparison

### 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.

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

Update Frequency: Monthly

### 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.

Data 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.

Data 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.

Data Source: Listing data

Update Frequency: Monthly

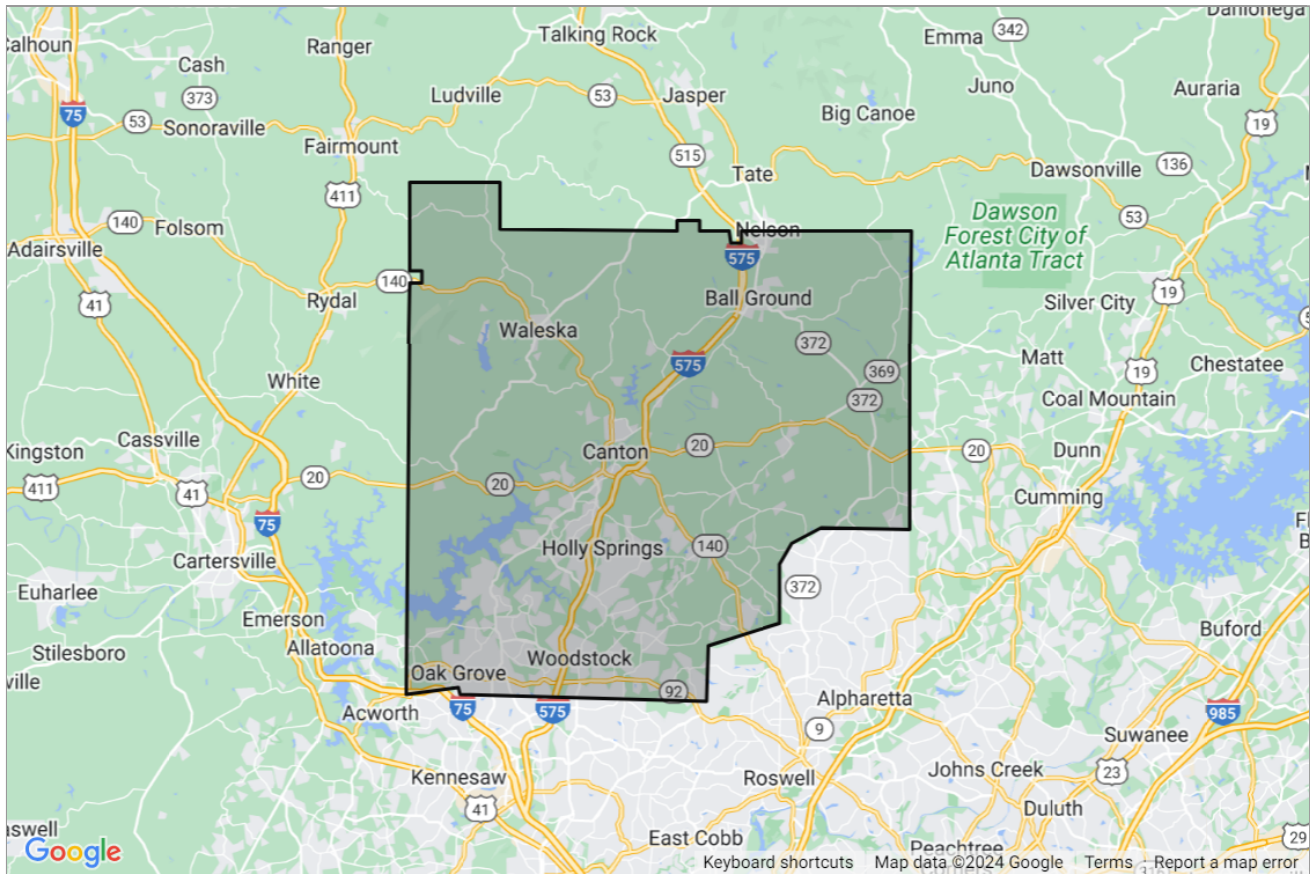


**RPR**

REALTORS  
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TRADE AREA REPORT

# Cherokee County, Georgia



Presented by

**Ernie Anaya, MBA**

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50 Glenlake Pkwy NE  
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## Criteria Used for Analysis

**Median Household Income**  
**\$100,996**

**Median Age**  
**38.2**

**Total Population**  
**286,535**

**1st Dominant Segment**  
**Middleburg**

## Consumer Segmentation

<p>Life Mode</p> <p><b>What are the people like that live in this area?</b></p>	<p><b>Family Landscapes</b></p> <p>Successful young families in their first homes</p>	<p>Urbanization</p> <p><b>Where do people like this usually live?</b></p>	<p><b>Semirural</b></p> <p>The most affordable housing—in smaller towns and communities located throughout the country</p>
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## Top Tapestry Segments

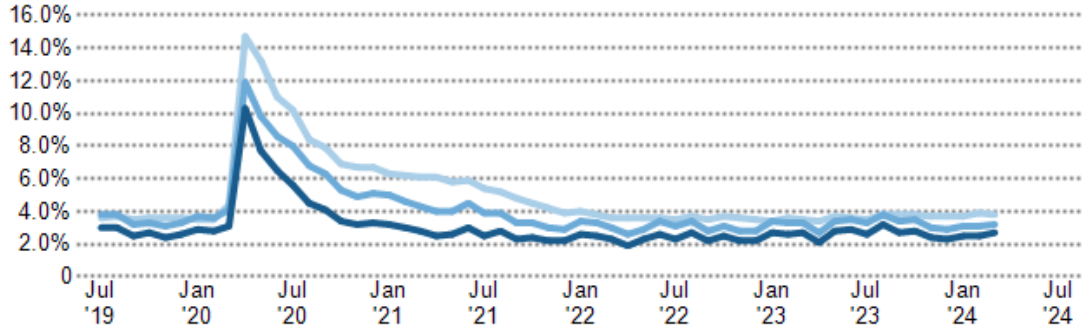
	Middleburg	Workday Drive	Green Acres	Home Improvement	Up and Coming Families
<b>% of Households</b>	19,071 (18.4%)	16,324 (15.7%)	10,925 (10.5%)	9,528 (9.2%)	9,027 (8.7%)
<b>% of Georgia</b>	331,009 (8.0%)	259,649 (6.2%)	139,091 (3.3%)	94,099 (2.3%)	218,407 (5.3%)
<b>Lifestyle Group</b>	Family Landscapes	Family Landscapes	Cozy Country Living	Family Landscapes	Sprouting Explorers
<b>Urbanization Group</b>	Semirural	Suburban Periphery	Rural	Suburban Periphery	Suburban Periphery
<b>Residence Type</b>	Single Family	Single Family	Single Family	Single Family	Single Family
<b>Household Type</b>	Married Couples	Married Couples	Married Couples	Married Couples	Married Couples
<b>Average Household Size</b>	2.69	2.88	2.65	2.8	3.05
<b>Median Age</b>	37.2	37.5	44.8	38.6	32.3
<b>Diversity Index</b>	59.5	62.1	37.4	76.4	81.6
<b>Median Household Income</b>	\$77,300	\$108,600	\$95,600	\$86,900	\$91,700
<b>Median Net Worth</b>	\$181,000	\$363,200	\$346,700	\$247,800	\$186,900
<b>Median Home Value</b>	\$260,900	\$358,100	\$329,300	\$298,300	\$311,300
<b>Homeownership</b>	76.1 %	85.4 %	88 %	80.3 %	74.7 %
<b>Employment</b>	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial
<b>Education</b>	High School Diploma	Bachelor's Degree	High School Diploma	Some College No Degree	Some College No Degree
<b>Preferred Activities</b>	Spending priorities also focus on family . Enjoy hunting, fishing, bowling and baseball.	Prefer outdoor activities and sports . Family-oriented purchases and activities dominate.	Pursue physical fitness vigorously, . Active in communities and social organizations.	Spend heavily on eating out . Shop warehouse/club, home improvement stores.	Busy with work and family . Shop around for the best deals.
<b>Financial</b>	Carry some debt; invest for future	Well insured, invest in a range of funds, high debt	Comfortable with debt, and investments.	Paying off student loans and home mortgages	Carry debt, but also maintain retirement plans
<b>Media</b>	TV and magazines provide entertainment and information	Connected, with a host of wireless devices	Provided by satellite service, radio and television	Enjoy working on home improvement projects	Rely on the Internet for entertainment and information
<b>Vehicle</b>	Like to drive trucks, SUVs, or motorcycles	Own 2+ vehicles (minivans, SUVs)	Late model trucks SUVs, ATVs and motorcycles	Own minivan, SUV	Own late model import SUVs or compacts

## Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies.

Data Source: Bureau of Labor Statistics via PolicyMap  
Update Frequency: Monthly

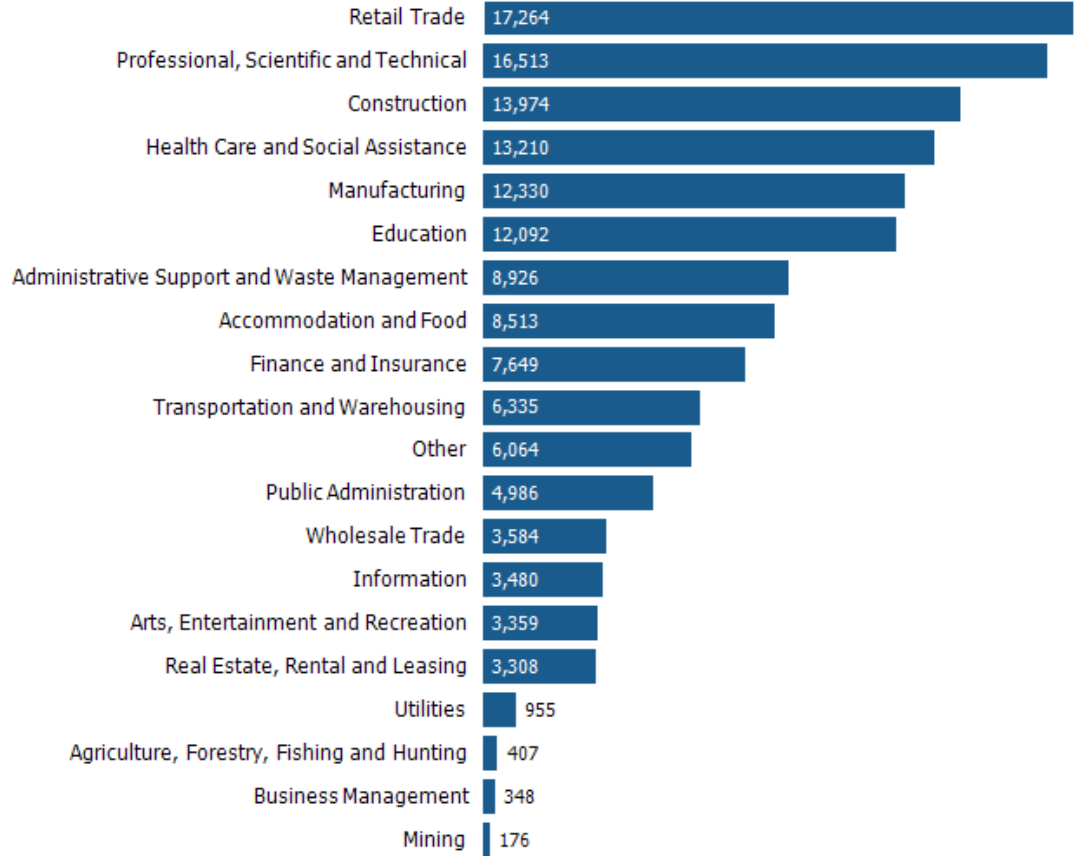
- Cherokee County
- Georgia
- USA



## Employment Count by Industry

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

Data Source: Bureau of Labor Statistics via Esri, 2023  
Update Frequency: Annually



## 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.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually



## Associate Degree

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

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually



## 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.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually



## 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.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually





## Cherokee County, Georgia: Home Value Comparison

### 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.

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

Update Frequency: Monthly

### 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.

Data 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.

Data 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.

Data Source: Listing data

Update Frequency: Monthly

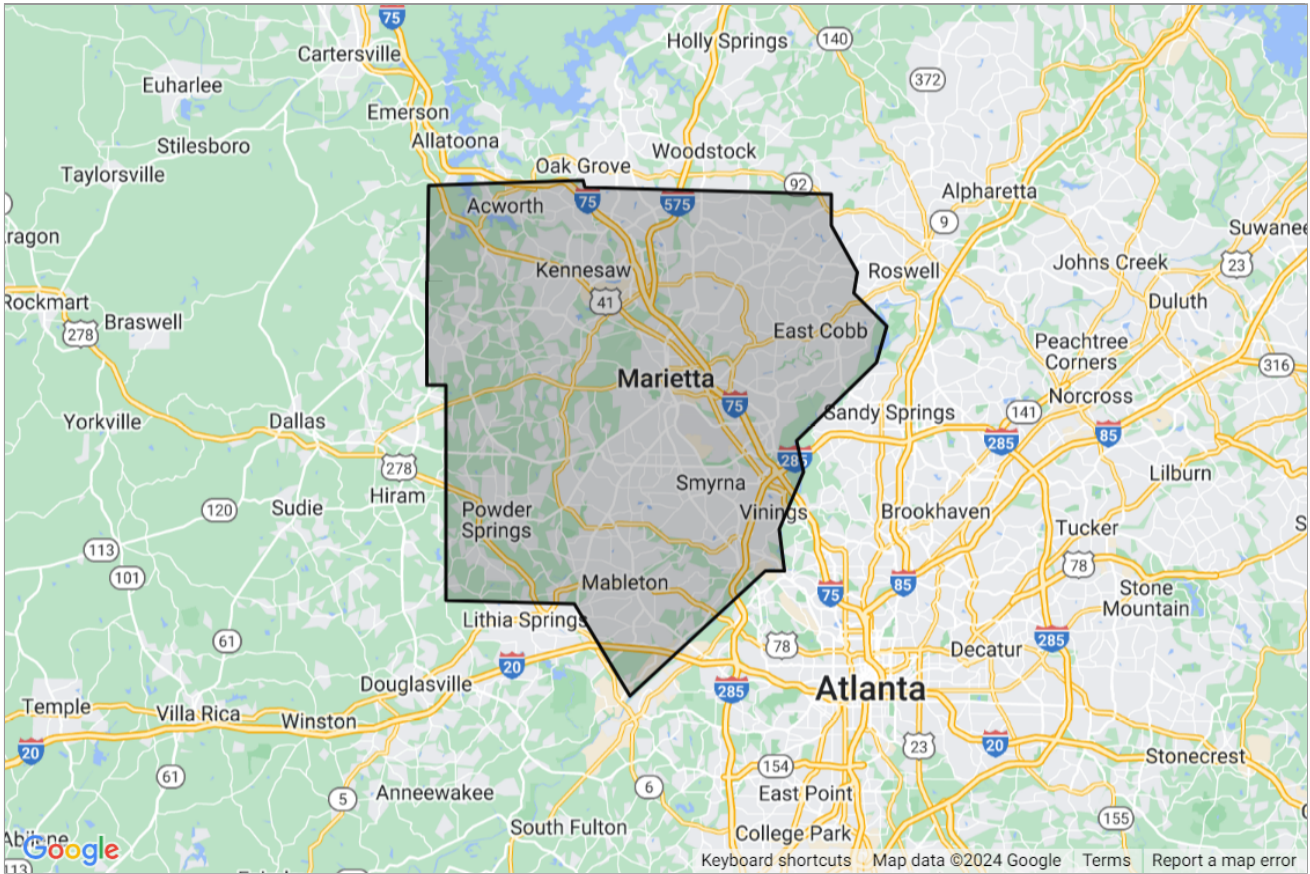


**RPR**

REALTORS  
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RESOURCE

TRADE AREA REPORT

# Cobb County, Georgia



Presented by



**Ernie Anaya, MBA**

Georgia Real Estate License: 356482



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Main: [eanaya@bullrealty.com](mailto:eanaya@bullrealty.com)

Office: <https://www.nationalseniorhousinggroup.com>

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50 Glenlake Pkwy NE  
Atlanta, GA 30328



## Criteria Used for Analysis

**Median Household Income**  
**\$93,037**

**Median Age**  
**37.5**

**Total Population**  
**782,323**

**1st Dominant Segment**  
**Savvy Suburbanites**

## Consumer Segmentation

Life Mode

**What are the people like that live in this area?**

### Affluent Estates

Established wealth—educated, well-travelled married couples

Urbanization

**Where do people like this usually live?**

### Suburban Periphery

The most populous and fastest-growing among Urbanization groups, Suburban Periphery includes one-third of the nation's population

## Top Tapestry Segments

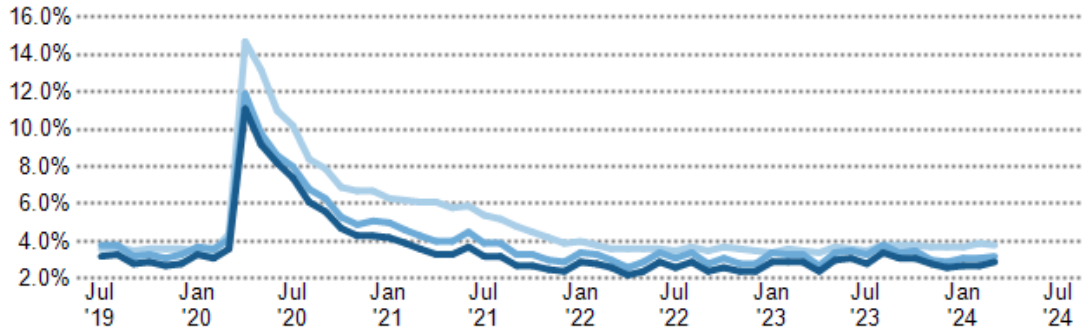
	Savvy Suburbanites	Young and Restless	Workday Drive	Home Improvement	Professional Pride
<b>% of Households</b>	30,226 (10.1%)	28,310 (9.5%)	27,664 (9.3%)	24,162 (8.1%)	21,980 (7.4%)
<b>% of Georgia</b>	81,538 (2.0%)	123,478 (3.0%)	259,649 (6.2%)	94,099 (2.3%)	101,408 (2.4%)
<b>Lifestyle Group</b>	Affluent Estates	Midtown Singles	Family Landscapes	Family Landscapes	Affluent Estates
<b>Urbanization Group</b>	Suburban Periphery	Metro Cities	Suburban Periphery	Suburban Periphery	Suburban Periphery
<b>Residence Type</b>	Single Family	Multi-Unit Rentals	Single Family	Single Family	Single Family
<b>Household Type</b>	Married Couples	Singles	Married Couples	Married Couples	Married Couples
<b>Average Household Size</b>	2.79	2.03	2.88	2.8	3.01
<b>Median Age</b>	45.8	30.8	37.5	38.6	40
<b>Diversity Index</b>	48.9	81.5	62.1	76.4	56.2
<b>Median Household Income</b>	\$129,300	\$53,500	\$108,600	\$86,900	\$163,900
<b>Median Net Worth</b>	\$695,700	\$15,200	\$363,200	\$247,800	\$930,800
<b>Median Home Value</b>	\$457,800	\$262,200	\$358,100	\$298,300	\$536,400
<b>Homeownership</b>	91 %	16.5 %	85.4 %	80.3 %	90.8 %
<b>Employment</b>	Professional or Mgmt/Bus/Financial	Services or Professional	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial
<b>Education</b>	Bachelor's Degree	Bachelor's Degree	Bachelor's Degree	Some College No Degree	Bachelor's Degree
<b>Preferred Activities</b>	They like to cook and prefer natural or organic products. Pursue a number of sports, from skiing to golf.	Like to read magazines about news, fashion and music. Go dancing; play basketball and pool; buy organic food.	Prefer outdoor activities and sports. Family-oriented purchases and activities dominate.	Spend heavily on eating out. Shop warehouse/club, home improvement stores.	Own latest tablets, smartphones and laptops. Upgrade picture-perfect homes.
<b>Financial</b>	Not afraid of debt	Careful shoppers are aware of prices, little brand loyalty	Well insured, invest in a range of funds, high debt	Paying off student loans and home mortgages	Hold 401(k) and IRA plans/securities
<b>Media</b>	Well-connected and use technology to stay current	Most of their information comes from the Internet and TV	Connected, with a host of wireless devices	Enjoy working on home improvement projects	Avid readers; epicurean, sports, home service magazines
<b>Vehicle</b>	Prefer late model, family-oriented vehicles:	Take public transportation	Own 2+ vehicles (minivans, SUVs)	Own minivan, SUV	Own 3 or more vehicles

## Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies.

Data Source: Bureau of Labor Statistics via PolicyMap  
Update Frequency: Monthly

- Cobb County
- Georgia
- USA



## Employment Count by Industry

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

Data Source: Bureau of Labor Statistics via Esri, 2023  
Update Frequency: Annually



## 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.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually



## Associate Degree

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

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually



## 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.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually



## 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.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually



## Cobb County, Georgia: Home Value Comparison

### 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.

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

Update Frequency: Monthly

### 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.

Data 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.

Data 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.

Data Source: Listing data

Update Frequency: Monthly



## About RPR (Realtors Property Resource)

- Realtors Property Resource® is a wholly owned subsidiary of the National Association REALTORS®.
- RPR offers comprehensive data – including a nationwide database of 164 million properties – as well as powerful analytics and dynamic reports exclusively for members of the NAR.
- RPR's focus is giving residential and commercial real estate practitioners, brokers, and MLS and Association staff the tools they need to serve their clients.
- This report has been provided to you by a member of the NAR.



## About RPR's Data

RPR generates and compiles real estate and other data from a vast array of sources. The data contained in your report includes some or all of the following:

- **Listing data** from our partner MLSs and CIEs, and related calculations, like estimated value for a property or median sales price for a local market.
- **Public records data** including tax, assessment, and deed information. Foreclosure and distressed data from public records.
- **Market conditions and forecasts** based on listing and public records data.
- **Census and employment data** from the U.S. Census and the U.S. Bureau of Labor Statistics.
- **Demographics and trends data** from Esri. The data in commercial and economic reports includes Tapestry Segmentation, which classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics.
- **Business data** including consumer expenditures, commercial market potential, retail marketplace, SIC and NAICS business information, and banking potential data from Esri.
- **School data and reviews** from Niche.
- **Specialty data sets** such as walkability scores, traffic counts and flood zones.



## Update Frequency

- Listings and public records data are updated on a continuous basis.
- Charts and statistics calculated from listing and public records data are refreshed monthly.
- Other data sets range from daily to annual updates.

## Learn more

For more information about RPR, please visit RPR's public website: <https://blog.narrpr.com>







# ERNIE ANAYA, MBA

## BROKER PROFILE



Ernie Anaya is President for Senior Housing Group at Bull Realty focusing in the Age Restricted Multifamily, Independent Living, Assisted Living/Memory Care, Skilled Nursing, and Hospice sectors. *2020, 2021, 2022, and 2023 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**.

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.



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REAL ESTATE



REALTOR®

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