

2024

Toccoa, 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 100% Occupied 24-Bed personal care home (PCH) facility, in the Toccoa, GA (Stephens 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 persons entering senior housing are over the age of 80, some persons 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. Much of 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 \$50,000 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, \$50,000 is widely considered a benchmark for the private pay market. Thus, Target Group 3 consists of the number of households with income of \$50,000+ headed by a householder age 75+.

TARGET GROUP 4

Target group 4 consists of a group referred to in the industry as “adult children”. Children and/or other relatives of seniors generally play a significant role in the placement of a senior in a senior housing facility. Market areas where there are large concentrations of persons in the 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 in-migration of seniors into markets with large adult child populations is common. This phenomenon is largely since while many elderly parents of the residents do not currently live near their children, they will be encouraged to do so as they age in place and require greater care. When frailty and dependence occur on the part of an aging parent, adult children frequently elect to move their loved one closer to them so that they can help attend to their needs more frequently. Thus, Target Group 4 is the number of persons in the age 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 Toccoa PMA is assumed to be a 15-mile radius in and around the property site in Toccoa, Georgia.
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 2029.

3. The Toccoa facility is approximately 100% stabilized as of 2024, 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 Toccoa, GA 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 Toccoa market, for both current and 2029. The spreadsheet first starts by estimating demand for Senior living in the Toccoa PMA using our methodology described above and *ESRI Demographics*.

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

The total demand is **384** Assisted Living beds today growing to **446** in 2029 in the PMA, a 16.15% increase. There is a total of **107** Assisted Living units (including subject property) within the 15-mile PMA with **0** units under construction.

As the model indicates, the Unmet Demand for Assisted Living units in the Toccoa PMA totals **277** units growing to **339** units in 2029, an 22.38% increase.

PMA DEMOGRAPHICS – 15 MILE RADIUS

	55 to 64	65 to 74	75+
Average HHI	\$65,172	\$55,816	\$41,780
Average Net Worth	\$1,316,768	\$1,856,143	\$1,678,780

Average home values: \$293,407

Reference: ESRI

DISABILITY STATISTICS AGE 75+ IN STEPHENS COUNTY

- Cognitive Difficulty (e.g., Alzheimer's): **19.1%**
- Ambulatory Difficulty: **27.06%**
- Self-Care: **17.5%**
- Independent Living Difficulty: **32.3%**

Reference: US Census American Community Survey

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.

Unmet Demand

PMA: 15-Mile Radius

2024 Income-Qualified Households

MARKET PENETRATION*** 1.36%

Age	Achievable Penetration	Senior Qualified Hholds *	#Draw from Qualified AL
65+	2.020%	17,886	361
75+	6.630%	7,858	521
75+ \$75K+	21.600%	2,192	473
55 - 64	1.140%	15,754	180
		Mean	384

2029

Age	Achievable Penetration	Senior Qualified Hholds *	#Draw from Qualified AL
65+	2.020%	19,567	395
75+	6.630%	9,018	598
75+ \$75K+	21.600%	2,876	621
55-64	1.140%	14,933	170
		Mean	446

		2024	2029
1.	SNF Calculated Market Potential	384	446
2.	Identified Competitive Units in Market Area **	107	107
3.	Identified Units under Construction in Market Area	0	0
4.	UNMET Assisted Living DEMAND [Line 1 - Line 2]	277	339

References:

* ESRI Demographics Data

** Georgia DCH

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Name	Facility Type	Address	City	State	Zip	County	Bed Capacity	Effective Date of License
CLARY CARE CENTER & WILKINSON	PERSONAL CARE HOME	249 HOSPITAL DRIVE	TOCCOA	GA	30577	STEPHENS	104	11/17/2016
EASY LIVING PCH	PERSONAL CARE HOME	2688 NUB GARLAND RD	TOCCOA	GA	30577	STEPHENS	14	09/17/2004
HOME SWEET HOME OF TOCCOA	PERSONAL CARE HOME	16 CRESTWOOD DRIVE	TOCCOA	GA	30577	STEPHENS	14	08/10/2018
HOME SWEET HOME OF TOCCOA	PERSONAL CARE HOME	16 CRESTWOOD DR	TOCCOA	GA	30577	STEPHENS	20	12/07/2023
HOME SWEET HOME OF TOCCOA	PERSONAL CARE HOME	16 CRESTWOOD DR	TOCCOA	GA	30577	STEPHENS	20	12/07/2023
OVERLOOK AT TOCCOA, THE	PERSONAL CARE HOME	45 ROCK QUARRY ROAD	TOCCOA	GA	30577	STEPHENS	24	04/21/2023
PICTURE OF LIFE	PERSONAL CARE HOME	351 S HILL STREET	TOCCOA	GA	30577	STEPHENS	15	10/04/2004

Age 50+ Profile

29 Rock Dr, Toccoa, Georgia, 30577
Ring: 5 mile radius

Prepared by Esri
Latitude: 34.59490
Longitude: -83.34399

Demographic Summary	Census 2020	2024	2029	2024-2029 Change	2024-2029 Annual Rate
Total Population	16,800	16,425	16,204	-221	-0.27%
Population 50+	6,942	6,900	6,903	3	0.01%
Median Age	42.4	42.9	43.8	0.9	0.42%
Households	6,669	6,721	6,752	31	0.09%
% Householders 55+	54.5%	54.6%	55.5%	0.9	0.33%
Total Owner-Occupied Housing Units	4,112	4,302	4,429	127	0.58%
Total Renter-Occupied Housing Units	2,557	2,419	2,323	-96	-0.81%
Owner/Renter Ratio (per 100 renters)	161	178	191	13	1.42%
Median Home Value	-	\$202,972	\$232,083	\$29,111	2.72%
Average Home Value	-	\$255,131	\$274,673	\$19,542	1.49%
Median Household Income	-	\$55,542	\$61,042	\$5,500	1.91%
Median Household Income for Householder 55+	-	\$51,862	\$56,621	\$4,759	1.77%

Population by Age and Sex						
Male Population	Census 2020		2024		2029	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	3,086	100.0%	429	100.0%	3,140	100.0%
50-54	479	15.5%	493	15.7%	429	13.7%
55-59	518	16.8%	483	15.4%	463	14.7%
60-64	505	16.4%	518	16.5%	459	14.6%
65-69	529	17.1%	509	16.2%	510	16.2%
70-74	437	14.2%	459	14.6%	468	14.9%
75-79	288	9.3%	341	10.9%	383	12.2%
80-84	186	6.0%	197	6.3%	261	8.3%
85+	144	4.7%	138	4.4%	167	5.3%

Female Population	Census 2020		2024		2029	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	3,856	100.0%	3,762	100.0%	3,762	100.0%
50-54	505	13.1%	508	13.5%	459	12.2%
55-59	587	15.2%	505	13.4%	503	13.4%
60-64	652	16.9%	569	15.1%	478	12.7%
65-69	626	16.2%	625	16.6%	567	15.1%
70-74	517	13.4%	542	14.4%	583	15.5%
75-79	382	9.9%	436	11.6%	499	13.3%
80-84	282	7.3%	276	7.3%	349	9.3%
85+	305	7.9%	301	8.0%	324	8.6%

Total Population	Census 2020		2024		2029	
	Number	% of Total Pop	Number	% of Total Pop	Number	% of Total Pop
Total (50+)	6,942	41.3%	6,900	42.0%	6,903	42.6%
50-54	985	5.9%	1,000	6.1%	888	5.5%
55-59	1,106	6.6%	988	6.0%	966	6.0%
60-64	1,157	6.9%	1,087	6.6%	938	5.8%
65-69	1,155	6.9%	1,134	6.9%	1,077	6.6%
70-74	954	5.7%	1,001	6.1%	1,051	6.5%
75-79	670	4.0%	777	4.7%	882	5.4%
80-84	468	2.8%	473	2.9%	610	3.8%
85+	449	2.7%	440	2.7%	491	3.0%
65+	3,696	22.0%	3,825	23.3%	4,111	25.4%
75+	1,587	9.4%	1,690	10.3%	1,983	12.2%

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

Age 50+ Profile

29 Rock Dr, Toccoa, Georgia, 30577
Ring: 5 mile radius

Prepared by Esri
Latitude: 34.59490
Longitude: -83.34399

2024 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	1,244	100%	1,300	100%	1,125	100%	3,669	100%
<\$15,000	135	10.9%	124	9.5%	126	11.2%	385	10.5%
\$15,000-\$24,999	112	9.0%	139	10.7%	205	18.2%	456	12.4%
\$25,000-\$34,999	91	7.3%	104	8.0%	157	14.0%	352	9.6%
\$35,000-\$49,999	140	11.3%	222	17.1%	185	16.4%	547	14.9%
\$50,000-\$74,999	306	24.6%	303	23.3%	215	19.1%	824	22.5%
\$75,000-\$99,999	160	12.9%	137	10.5%	95	8.4%	392	10.7%
\$100,000-\$149,999	179	14.4%	147	11.3%	81	7.2%	407	11.1%
\$150,000-\$199,999	72	5.8%	92	7.1%	33	2.9%	197	5.4%
\$200,000+	48	3.9%	33	2.5%	28	2.5%	109	3.0%
Median HH Income	\$58,963		\$53,415		\$39,831		\$51,862	
Average HH Income	\$77,836		\$71,594		\$58,297		\$69,633	

2029 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	1,134	100%	1,290	100%	1,324	100%	3,748	100%
<\$15,000	95	8.4%	101	7.8%	133	10.0%	329	8.8%
\$15,000-\$24,999	83	7.3%	108	8.4%	208	15.7%	399	10.6%
\$25,000-\$34,999	69	6.1%	87	6.7%	158	11.9%	314	8.4%
\$35,000-\$49,999	113	10.0%	199	15.4%	211	15.9%	523	14.0%
\$50,000-\$74,999	273	24.1%	308	23.9%	276	20.8%	857	22.9%
\$75,000-\$99,999	152	13.4%	142	11.0%	120	9.1%	414	11.0%
\$100,000-\$149,999	200	17.6%	178	13.8%	123	9.3%	501	13.4%
\$150,000-\$199,999	101	8.9%	131	10.2%	58	4.4%	290	7.7%
\$200,000+	49	4.3%	36	2.8%	37	2.8%	122	3.3%
Median HH Income	\$66,885		\$59,443		\$45,656		\$56,621	
Average HH Income	\$90,607		\$82,884		\$67,009		\$79,592	

Census 2020 Occupied Housing Units by Age of Householder 55+

	Number	Percent	% Total HHS
Total	3,632	100.0%	54.5%
Owner Occupied Housing Units	2,603	71.7%	39.0%
Householder Age 55-64	903	24.9%	13.5%
Householder Age 65-74	947	26.1%	14.2%
Householder Age 75-84	537	14.8%	8.1%
Householder Age 85+	216	5.9%	3.2%
Renter Occupied Housing Units	1,029	28.3%	15.4%
Householder Age 55-64	451	12.4%	6.8%
Householder Age 65-74	329	9.1%	4.9%
Householder Age 75-84	163	4.5%	2.4%
Householder Age 85+	86	2.4%	1.3%

Data Note: 2024 household income represents an estimate of annual income as of July 1, 2024.

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

Age 50+ Profile

29 Rock Dr, Toccoa, Georgia, 30577
Ring: 10 mile radius

Prepared by Esri
Latitude: 34.59490
Longitude: -83.34399

Demographic Summary	Census 2020	2024	2029	2024-2029 Change	2024-2029 Annual Rate
Total Population	36,323	36,172	36,138	-34	-0.02%
Population 50+	15,227	15,418	15,599	181	0.23%
Median Age	43.2	43.6	44.2	0.6	0.27%
Households	14,074	14,276	14,408	132	0.18%
% Householders 55+	55.0%	55.5%	56.2%	0.7	0.25%
Total Owner-Occupied Housing Units	10,096	10,560	10,907	347	0.65%
Total Renter-Occupied Housing Units	3,978	3,716	3,501	-215	-1.18%
Owner/Renter Ratio (per 100 renters)	254	284	312	28	1.90%
Median Home Value	-	\$235,545	\$256,019	\$20,474	1.68%
Average Home Value	-	\$279,596	\$299,869	\$20,273	1.41%
Median Household Income	-	\$60,432	\$67,767	\$7,335	2.32%
Median Household Income for Householder 55+	-	\$55,463	\$61,851	\$6,388	2.20%

Population by Age and Sex						
Male Population	Census 2020		2024		2029	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	7,103	100.0%	1,027	100.0%	7,387	100.0%
50-54	1,176	16.6%	1,183	16.1%	1,027	13.9%
55-59	1,201	16.9%	1,183	16.1%	1,123	15.2%
60-64	1,192	16.8%	1,232	16.8%	1,168	15.8%
65-69	1,148	16.2%	1,163	15.9%	1,203	16.3%
70-74	1,041	14.7%	1,017	13.9%	1,070	14.5%
75-79	654	9.2%	813	11.1%	844	11.4%
80-84	415	5.8%	439	6.0%	588	8.0%
85+	276	3.9%	299	4.1%	364	4.9%

Female Population	Census 2020		2024		2029	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	8,124	100.0%	8,088	100.0%	8,208	100.0%
50-54	1,158	14.3%	1,153	14.3%	1,093	13.3%
55-59	1,305	16.1%	1,153	14.3%	1,149	14.0%
60-64	1,377	16.9%	1,283	15.9%	1,136	13.8%
65-69	1,288	15.9%	1,295	16.0%	1,264	15.4%
70-74	1,113	13.7%	1,143	14.1%	1,228	15.0%
75-79	820	10.1%	921	11.4%	1,014	12.4%
80-84	543	6.7%	583	7.2%	707	8.6%
85+	520	6.4%	557	6.9%	617	7.5%

Total Population	Census 2020		2024		2029	
	Number	% of Total Pop	Number	% of Total Pop	Number	% of Total Pop
Total (50+)	15,227	41.9%	15,418	42.6%	15,599	43.2%
50-54	2,334	6.4%	2,336	6.5%	2,121	5.9%
55-59	2,506	6.9%	2,336	6.5%	2,273	6.3%
60-64	2,569	7.1%	2,516	7.0%	2,304	6.4%
65-69	2,436	6.7%	2,458	6.8%	2,468	6.8%
70-74	2,154	5.9%	2,160	6.0%	2,299	6.4%
75-79	1,474	4.1%	1,734	4.8%	1,858	5.1%
80-84	957	2.6%	1,022	2.8%	1,296	3.6%
85+	796	2.2%	856	2.4%	980	2.7%
65+	7,817	21.5%	8,230	22.8%	8,901	24.6%
75+	3,227	8.9%	3,612	10.0%	4,134	11.4%

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

Age 50+ Profile

29 Rock Dr, Toccoa, Georgia, 30577
Ring: 10 mile radius

Prepared by Esri
Latitude: 34.59490
Longitude: -83.34399

2024 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	2,747	100%	2,769	100%	2,408	100%	7,924	100%
<\$15,000	266	9.7%	229	8.3%	246	10.2%	741	9.4%
\$15,000-\$24,999	195	7.1%	236	8.5%	371	15.4%	802	10.1%
\$25,000-\$34,999	167	6.1%	223	8.1%	331	13.7%	721	9.1%
\$35,000-\$49,999	284	10.3%	462	16.7%	417	17.3%	1,163	14.7%
\$50,000-\$74,999	663	24.1%	642	23.2%	450	18.7%	1,755	22.1%
\$75,000-\$99,999	345	12.6%	286	10.3%	188	7.8%	819	10.3%
\$100,000-\$149,999	479	17.4%	359	13.0%	218	9.1%	1,056	13.3%
\$150,000-\$199,999	171	6.2%	173	6.2%	85	3.5%	429	5.4%
\$200,000+	178	6.5%	157	5.7%	102	4.2%	437	5.5%
Median HH Income	\$64,998		\$56,657		\$42,940		\$55,463	
Average HH Income	\$89,557		\$82,494		\$66,510		\$80,095	

2029 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	2,557	100%	2,814	100%	2,732	100%	8,103	100%
<\$15,000	192	7.5%	188	6.7%	247	9.0%	627	7.7%
\$15,000-\$24,999	139	5.4%	184	6.5%	353	12.9%	676	8.3%
\$25,000-\$34,999	120	4.7%	184	6.5%	319	11.7%	623	7.7%
\$35,000-\$49,999	227	8.9%	406	14.4%	443	16.2%	1,076	13.3%
\$50,000-\$74,999	599	23.4%	662	23.5%	551	20.2%	1,812	22.4%
\$75,000-\$99,999	325	12.7%	297	10.6%	227	8.3%	849	10.5%
\$100,000-\$149,999	526	20.6%	443	15.7%	308	11.3%	1,277	15.8%
\$150,000-\$199,999	237	9.3%	259	9.2%	142	5.2%	638	7.9%
\$200,000+	191	7.5%	191	6.8%	142	5.2%	524	6.5%
Median HH Income	\$75,058		\$64,324		\$50,115		\$61,851	
Average HH Income	\$103,774		\$96,713		\$77,884		\$92,604	

Census 2020 Occupied Housing Units by Age of Householder 55+

	Number	Percent	% Total HHS
Total	7,738	100.0%	55.0%
Owner Occupied Housing Units	6,203	80.2%	44.1%
Householder Age 55-64	2,201	28.4%	15.6%
Householder Age 65-74	2,268	29.3%	16.1%
Householder Age 75-84	1,283	16.6%	9.1%
Householder Age 85+	451	5.8%	3.2%
Renter Occupied Housing Units	1,535	19.8%	10.9%
Householder Age 55-64	680	8.8%	4.8%
Householder Age 65-74	488	6.3%	3.5%
Householder Age 75-84	253	3.3%	1.8%
Householder Age 85+	114	1.5%	0.8%

Data Note: 2024 household income represents an estimate of annual income as of July 1, 2024.

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

Age 50+ Profile

29 Rock Dr, Toccoa, Georgia, 30577
Ring: 15 mile radius

Prepared by Esri
Latitude: 34.59490
Longitude: -83.34399

Demographic Summary	Census 2020	2024	2029	2024-2029 Change	2024-2029 Annual Rate
Total Population	79,470	80,808	82,251	1,443	0.35%
Population 50+	32,602	33,640	34,500	860	0.51%
Median Age	42.3	42.6	43.1	0.5	0.23%
Households	30,387	31,299	32,021	722	0.46%
% Householders 55+	54.4%	54.8%	55.2%	0.4	0.15%
Total Owner-Occupied Housing Units	22,060	23,440	24,695	1,255	1.05%
Total Renter-Occupied Housing Units	8,327	7,859	7,326	-533	-1.39%
Owner/Renter Ratio (per 100 renters)	265	298	337	39	2.49%
Median Home Value	-	\$238,784	\$257,307	\$18,523	1.51%
Average Home Value	-	\$293,407	\$313,687	\$20,280	1.35%
Median Household Income	-	\$60,716	\$69,056	\$8,340	2.61%
Median Household Income for Householder 55+	-	\$54,980	\$62,288	\$7,308	2.53%

Population by Age and Sex						
Male Population	Census 2020		2024		2029	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	15,335	100.0%	2,311	100.0%	16,416	100.0%
50-54	2,530	16.5%	2,578	16.0%	2,311	14.1%
55-59	2,607	17.0%	2,599	16.2%	2,498	15.2%
60-64	2,664	17.4%	2,724	16.9%	2,611	15.9%
65-69	2,431	15.9%	2,605	16.2%	2,688	16.4%
70-74	2,192	14.3%	2,157	13.4%	2,376	14.5%
75-79	1,456	9.5%	1,774	11.0%	1,838	11.2%
80-84	862	5.6%	978	6.1%	1,278	7.8%
85+	593	3.9%	659	4.1%	816	5.0%

Female Population	Census 2020		2024		2029	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	17,267	100.0%	17,565	100.0%	18,084	100.0%
50-54	2,521	14.6%	2,534	14.4%	2,398	13.3%
55-59	2,766	16.0%	2,523	14.4%	2,549	14.1%
60-64	2,939	17.0%	2,796	15.9%	2,565	14.2%
65-69	2,723	15.8%	2,807	16.0%	2,806	15.5%
70-74	2,424	14.0%	2,459	14.0%	2,679	14.8%
75-79	1,726	10.0%	2,028	11.5%	2,206	12.2%
80-84	1,096	6.3%	1,235	7.0%	1,552	8.6%
85+	1,072	6.2%	1,183	6.7%	1,329	7.3%

Total Population	Census 2020		2024		2029	
	Number	% of Total Pop	Number	% of Total Pop	Number	% of Total Pop
Total (50+)	32,602	41.0%	33,640	41.6%	34,500	41.9%
50-54	5,051	6.4%	5,112	6.3%	4,710	5.7%
55-59	5,373	6.8%	5,122	6.3%	5,047	6.1%
60-64	5,603	7.1%	5,520	6.8%	5,176	6.3%
65-69	5,153	6.5%	5,412	6.7%	5,494	6.7%
70-74	4,615	5.8%	4,616	5.7%	5,055	6.1%
75-79	3,181	4.0%	3,802	4.7%	4,043	4.9%
80-84	1,958	2.5%	2,214	2.7%	2,830	3.4%
85+	1,665	2.1%	1,842	2.3%	2,145	2.6%
65+	16,572	20.9%	17,886	22.1%	19,567	23.8%
75+	6,804	8.6%	7,858	9.7%	9,018	11.0%

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

Age 50+ Profile

29 Rock Dr, Toccoa, Georgia, 30577
Ring: 15 mile radius

Prepared by Esri
Latitude: 34.59490
Longitude: -83.34399

2024 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	6,033	100%	5,983	100%	5,136	100%	17,152	100%
<\$15,000	693	11.5%	576	9.6%	568	11.1%	1,837	10.7%
\$15,000-\$24,999	415	6.9%	520	8.7%	797	15.5%	1,732	10.1%
\$25,000-\$34,999	385	6.4%	567	9.5%	769	15.0%	1,721	10.0%
\$35,000-\$49,999	600	9.9%	947	15.8%	811	15.8%	2,358	13.7%
\$50,000-\$74,999	1,321	21.9%	1,207	20.2%	849	16.5%	3,377	19.7%
\$75,000-\$99,999	806	13.4%	732	12.2%	443	8.6%	1,981	11.5%
\$100,000-\$149,999	984	16.3%	734	12.3%	501	9.8%	2,219	12.9%
\$150,000-\$199,999	372	6.2%	332	5.5%	177	3.4%	881	5.1%
\$200,000+	456	7.6%	369	6.2%	222	4.3%	1,047	6.1%
Median HH Income	\$65,172		\$55,816		\$41,780		\$54,980	
Average HH Income	\$91,317		\$82,188		\$66,641		\$80,739	

2029 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	5,704	100%	6,178	100%	5,801	100%	17,683	100%
<\$15,000	537	9.4%	487	7.9%	570	9.8%	1,594	9.0%
\$15,000-\$24,999	299	5.2%	417	6.7%	752	13.0%	1,468	8.3%
\$25,000-\$34,999	283	5.0%	482	7.8%	740	12.8%	1,505	8.5%
\$35,000-\$49,999	487	8.5%	853	13.8%	862	14.9%	2,202	12.5%
\$50,000-\$74,999	1,211	21.2%	1,276	20.7%	1,027	17.7%	3,514	19.9%
\$75,000-\$99,999	777	13.6%	773	12.5%	535	9.2%	2,085	11.8%
\$100,000-\$149,999	1,094	19.2%	920	14.9%	706	12.2%	2,720	15.4%
\$150,000-\$199,999	508	8.9%	502	8.1%	294	5.1%	1,304	7.4%
\$200,000+	509	8.9%	468	7.6%	314	5.4%	1,291	7.3%
Median HH Income	\$75,856		\$64,315		\$49,438		\$62,288	
Average HH Income	\$106,297		\$96,874		\$78,649		\$93,935	

Census 2020 Occupied Housing Units by Age of Householder 55+

	Number	Percent	% Total HHS
Total	16,540	100.0%	54.4%
Owner Occupied Housing Units	13,442	81.3%	44.2%
Householder Age 55-64	4,877	29.5%	16.0%
Householder Age 65-74	4,858	29.4%	16.0%
Householder Age 75-84	2,794	16.9%	9.2%
Householder Age 85+	913	5.5%	3.0%
Renter Occupied Housing Units	3,098	18.7%	10.2%
Householder Age 55-64	1,390	8.4%	4.6%
Householder Age 65-74	1,009	6.1%	3.3%
Householder Age 75-84	517	3.1%	1.7%
Householder Age 85+	182	1.1%	0.6%

Data Note: 2024 household income represents an estimate of annual income as of July 1, 2024.

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

Net Worth Profile

29 Rock Dr, Toccoa, Georgia, 30577
Ring: 5 mile radius

Prepared by Esri
Latitude: 34.59490
Longitude: -83.34399

Summary	Census 2020	2024	2029	2024-2029 Change	2024-2029 Annual Rate
Population	16,800	16,425	16,204	-221	-0.27%
Median Age	42.4	42.9	43.8	0.9	0.42%
Households	6,669	6,721	6,752	31	0.09%
Average Household Size	2.39	2.36	2.32	-0.04	-0.34%

2024 Households by Net Worth	Number	Percent
Total	6,721	100.0%
<\$15,000	1,472	21.9%
\$15,000-\$34,999	485	7.2%
\$35,000-\$49,999	188	2.8%
\$50,000-\$74,999	334	5.0%
\$75,000-\$99,999	357	5.3%
\$100,000-\$149,999	529	7.9%
\$150,000-\$249,999	755	11.2%
\$250,000-\$499,999	1,214	18.1%
\$500,000-\$999,999	738	11.0%
\$1,000,000-\$1,499,999	296	4.4%
\$1,500,000-\$1,999,999	110	1.6%
\$2,000,000+	244	3.6%

Median Net Worth	\$149,506
Average Net Worth	\$643,832

Wealth Index	58
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2024 Net Worth by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	263	825	884	1,081	1,244	1,300	1,125
<\$15,000	144	340	290	211	229	160	98
\$15,000-\$34,999	31	82	114	85	80	59	35
\$35,000-\$49,999	21	23	35	40	27	24	16
\$50,000-\$74,999	14	51	39	73	54	57	45
\$75,000-\$99,999	8	100	35	49	56	60	49
\$100,000-\$149,999	14	89	79	72	90	94	92
\$150,000-\$249,999	17	59	113	173	108	125	158
\$250,000-\$499,999	13	62	89	213	303	286	248
\$500,000-\$999,999	0	13	57	116	154	201	197
\$1000000+	1	5	31	48	143	233	187
Median Net Worth	\$13,698	\$31,287	\$51,005	\$153,769	\$223,704	\$287,886	\$293,985
Average Net Worth	\$61,085	\$97,381	\$289,399	\$429,445	\$736,356	\$975,360	\$1,179,319

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.

Net Worth Profile

29 Rock Dr, Toccoa, Georgia, 30577
Ring: 10 mile radius

Prepared by Esri
Latitude: 34.59490
Longitude: -83.34399

Summary	Census 2020	2024	2029	2024-2029 Change	2024-2029 Annual Rate
Population	36,323	36,172	36,138	-34	-0.02%
Median Age	43.2	43.6	44.2	0.6	0.27%
Households	14,074	14,276	14,408	132	0.18%
Average Household Size	2.51	2.49	2.46	-0.03	-0.24%

2024 Households by Net Worth	Number	Percent
Total	14,276	100.0%
<\$15,000	2,335	16.4%
\$15,000-\$34,999	795	5.6%
\$35,000-\$49,999	329	2.3%
\$50,000-\$74,999	599	4.2%
\$75,000-\$99,999	701	4.9%
\$100,000-\$149,999	1,065	7.5%
\$150,000-\$249,999	1,679	11.8%
\$250,000-\$499,999	2,821	19.8%
\$500,000-\$999,999	1,836	12.9%
\$1,000,000-\$1,499,999	755	5.3%
\$1,500,000-\$1,999,999	286	2.0%
\$2,000,000+	1,074	7.5%

Median Net Worth	\$221,456
Average Net Worth	\$1,048,593

Wealth Index	79
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2024 Net Worth by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	435	1,627	1,897	2,393	2,747	2,769	2,408
<\$15,000	207	513	466	368	381	243	157
\$15,000-\$34,999	60	134	182	155	127	87	49
\$35,000-\$49,999	38	48	65	67	48	40	23
\$50,000-\$74,999	30	102	82	122	94	92	79
\$75,000-\$99,999	18	220	78	99	103	95	89
\$100,000-\$149,999	31	199	166	169	171	166	162
\$150,000-\$249,999	30	151	274	393	237	271	322
\$250,000-\$499,999	20	154	280	489	700	619	560
\$500,000-\$999,999	0	78	143	339	408	450	418
\$1000000+	1	28	163	192	479	705	549
Median Net Worth	\$17,096	\$76,420	\$119,485	\$194,671	\$296,835	\$373,326	\$358,536
Average Net Worth	\$65,266	\$143,968	\$567,865	\$655,746	\$1,196,439	\$1,737,228	\$1,646,031

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.

Net Worth Profile

29 Rock Dr, Toccoa, Georgia, 30577
Ring: 15 mile radius

Prepared by Esri
Latitude: 34.59490
Longitude: -83.34399

Summary	Census 2020	2024	2029	2024-2029 Change	2024-2029 Annual Rate
Population	79,470	80,808	82,251	1,443	0.35%
Median Age	42.3	42.6	43.1	0.5	0.23%
Households	30,387	31,299	32,021	722	0.46%
Average Household Size	2.54	2.53	2.52	-0.01	-0.08%

2024 Households by Net Worth	Number	Percent
Total	31,299	100.0%
<\$15,000	5,426	17.3%
\$15,000-\$34,999	1,772	5.7%
\$35,000-\$49,999	733	2.3%
\$50,000-\$74,999	1,289	4.1%
\$75,000-\$99,999	1,496	4.8%
\$100,000-\$149,999	2,333	7.5%
\$150,000-\$249,999	3,735	11.9%
\$250,000-\$499,999	5,872	18.8%
\$500,000-\$999,999	3,817	12.2%
\$1,000,000-\$1,499,999	1,631	5.2%
\$1,500,000-\$1,999,999	626	2.0%
\$2,000,000+	2,571	8.2%

Median Net Worth	\$211,393
Average Net Worth	\$1,103,030

Wealth Index	82
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2024 Net Worth by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	982	3,634	4,319	5,212	6,033	5,983	5,136
<\$15,000	441	1,150	1,148	888	908	559	332
\$15,000-\$34,999	152	286	405	360	277	192	100
\$35,000-\$49,999	68	128	147	143	109	93	46
\$50,000-\$74,999	57	222	199	251	196	192	171
\$75,000-\$99,999	40	454	180	219	227	192	184
\$100,000-\$149,999	71	437	346	374	390	378	336
\$150,000-\$249,999	73	369	597	787	519	656	735
\$250,000-\$499,999	71	352	634	1,023	1,424	1,213	1,157
\$500,000-\$999,999	7	175	294	666	841	976	858
\$1000000+	3	61	369	502	1,144	1,532	1,216
Median Net Worth	\$19,295	\$76,306	\$109,247	\$187,245	\$292,311	\$366,819	\$358,117
Average Net Worth	\$79,295	\$144,892	\$552,299	\$741,053	\$1,316,768	\$1,856,143	\$1,678,780

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.