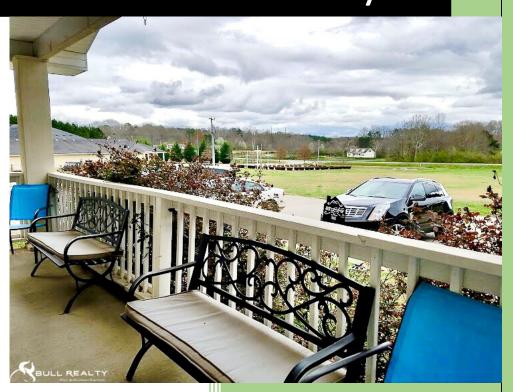# 2025

Newnan, GA
Market Analysis

Ernie Anaya, MBA

Bull Realty, Inc.

9/29/2025

MARKET ANALYSIS METHODOLOGY

This market demand analysis using a defined methodology is being conducted to examine a potential disposition of a 15-bed Personal Care Home in the Newnan, GA PMA (5-mile radius). Our analysis will show demand estimates for Assisted Living and Memory Care 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 persons 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 $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 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, the adult children frequently elect to move their loved one closer to them so that they can help attend to their needs more frequently. Thus, Target Group 4 is the number of persons in the age 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 seven assumptions:

1. As indicated earlier, the probable extent of the Newnan PMA is assumed to be a 5-mile radius in and around the land development site in Newnan, 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 $35,000 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 2026.

3. The Newnan facility is being stabilized as of 2025, 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 Newnan 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 Newnan market, for both current and 2030. The spreadsheet first starts by estimating demand for Senior living in the Newnan PMA using our methodology described above and ESRI Demographics.

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

The total demand is **132** Assisted Living units today growing to **164** in 2030 in the PMA, a 24.2 % increase. There is a total of **0 new** units within the 5-milePMA with **0** planned new units. There are **108** beds in the PMA not counting the subject property.

As the model indicates, the Unmet Demand for Assisted Living units in the Newnan PMA totals **24** units, growing to **56** units in 2030, an133.3 % increase.

There are 2 competitive properties in the 5-mile PMA.

ASSET TYPE   AVERAGE RENTS (5 MI)
Primary Market AL   3,500 - $5,500

PMA DEMOGRAPHICS – 5 MILE RADIUS

	55 to 64	65 to 74	75+
Average HHI	$109,372	$86,022	$91,942
Average Net Worth	$1,189,507	$1,329,937	$1,454,541

Average home values: $373,742

DISABILITY STATISTICS AGE 75+ IN NEWNAN

- Cognitive Difficulty (e.g., Alzheimer's): 11.3%
- Ambulatory Difficulty: 23.5%
- Self-Care: 8.2%
- Independent Living Difficulty: 18.3%

  Reference: US Census American Community Survey

Name	Facility Type	Address	City	State	Zip	County	Bed Capacity	
BENTON HOUSE OF NEWNAN	ASSISTED LIVING COMMUNITY	25 NEWNAN LAKES BOULEVARD	NEWNAN	GA	30263	COWETA	80	
BROOKDALE NEWNAN	ASSISTED LIVING COMMUNITY	355 MILLARD FARMER INDUSTRIAL BOULEVARD	NEWNAN	GA	30263	COWETA	28	
CORINTH ROAD PERSONAL CARE HOME	PERSONAL CARE HOME	1141 CORINTH DRIVE	NEWNAN	GA	30263	COWETA	15	Subject
							123	108

Age 50+ Profile

1141 Corinth Rd, Newnan, Georgia, 30263
Ring: 1 mile radius

Prepared by Esri
Latitude: 33.33019
Longitude: -84.80903

Demographic Summary	Census 2020	2025	2030	2025-2030 Change	2025-2030 Annual Rate
Total Population	985	1,030	1,239	209	3.76%
Population 50+	374	401	501	100	4.55%
Median Age	40.7	42.0	43.0	1.0	0.47%
Households	364	388	474	86	4.09%
% Householders 55+	50.3%	52.7%	53.3%	0.6	0.23%
Total Owner-Occupied Housing Units	298	325	413	88	4.91%
Total Renter-Occupied Housing Units	66	63	61	-2	-0.64%
Owner/Renter Ratio (per 100 renters)	452	516	677	161	5.58%
Median Home Value	-	$346,711	$470,370	$123,659	6.29%
Average Home Value	-	$440,962	$562,742	$121,780	5.00%
Median Household Income	-	$98,983	$120,893	$21,910	4.08%
Median Household Income for Householder 55+	-	$84,307	$106,356	$22,049	4.76%

Population by Age and Sex

	Census 2020		2025		2030	
Male Population	**Number**	**% of 50+**	**Number**	**% of 50+**	**Number**	**% of 50+**
Total (50+)	178	100.0%	196	100.0%	249	100.0%
50-54	36	20.2%	34	17.3%	45	18.1%
55-59	35	19.7%	37	18.9%	40	16.1%
60-64	33	18.5%	36	18.4%	42	16.9%
65-69	25	14.0%	32	16.3%	40	16.1%
70-74	27	15.2%	22	11.2%	34	13.7%
75-79	13	7.3%	22	11.2%	22	8.8%
80-84	7	3.9%	9	4.6%	18	7.2%
85+	2	1.1%	4	2.0%	8	3.2%
	Census 2020		2025		2030	
Female Population	**Number**	**% of 50+**	**Number**	**% of 50+**	**Number**	**% of 50+**
Total (50+)	196	100.0%	206	100.0%	253	100.0%
50-54	40	20.4%	32	15.5%	38	15.0%
55-59	33	16.8%	40	19.4%	38	15.0%
60-64	33	16.8%	32	15.5%	46	18.2%
65-69	28	14.3%	32	15.5%	38	15.0%
70-74	27	13.8%	25	12.1%	34	13.4%
75-79	17	8.7%	23	11.2%	25	9.9%
80-84	8	4.1%	13	6.3%	20	7.9%
85+	10	5.1%	9	4.4%	14	5.5%
	Census 2020		2025		2030	
Total Population	**Number**	**% of Total Pop**	**Number**	**% of Total Pop**	**Number**	**% of Total Pop**
Total (50+)	374	38.0%	401	39.0%	501	40.5%
50-54	75	7.6%	66	6.4%	82	6.6%
55-59	68	6.9%	77	7.5%	78	6.3%
60-64	66	6.7%	68	6.6%	88	7.1%
65-69	53	5.4%	64	6.2%	78	6.3%
70-74	54	5.5%	47	4.6%	68	5.5%
75-79	30	3.0%	44	4.3%	47	3.8%
80-84	15	1.5%	22	2.1%	38	3.1%
85+	11	1.1%	13	1.3%	22	1.8%
65+	163	16.5%	190	18.4%	253	20.4%
75+	56	5.7%	79	7.7%	107	8.6%

September 29, 2025

Age 50+ Profile

1141 Corinth Rd, Newnan, Georgia, 30263
Ring: 1 mile radius

Prepared by Esri
Latitude: 33.33019
Longitude: -84.80903

2025 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	86	100%	68	100%	50	100%	204	100%
<$15,000	6	7.0%	6	8.8%	13	26.0%	25	12.3%
$15,000-$24,999	4	4.7%	10	14.7%	6	12.0%	20	9.8%
$25,000-$34,999	3	3.5%	4	5.9%	5	10.0%	12	5.9%
$35,000-$49,999	1	1.2%	2	2.9%	2	4.0%	5	2.5%
$50,000-$74,999	12	14.0%	13	19.1%	4	8.0%	29	14.2%
$75,000-$99,999	10	11.6%	8	11.8%	5	10.0%	23	11.3%
$100,000-$149,999	18	20.9%	12	17.6%	5	10.0%	35	17.2%
$150,000-$199,999	19	22.1%	7	10.3%	7	14.0%	33	16.2%
$200,000+	12	14.0%	5	7.4%	3	6.0%	20	9.8%
Median HH Income	$113,433		$71,023		$41,684		$84,307	
Average HH Income	$127,352		$91,430		$78,437		$104,413	

2030 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	100	100%	88	100%	66	100%	254	100%
<$15,000	4	4.0%	6	6.8%	13	19.7%	23	9.1%
$15,000-$24,999	3	3.0%	10	11.4%	7	10.6%	20	7.9%
$25,000-$34,999	2	2.0%	4	4.5%	5	7.6%	11	4.3%
$35,000-$49,999	1	1.0%	2	2.3%	2	3.0%	5	2.0%
$50,000-$74,999	11	11.0%	16	18.2%	5	7.6%	32	12.6%
$75,000-$99,999	11	11.0%	10	11.4%	6	9.1%	27	10.6%
$100,000-$149,999	21	21.0%	18	20.5%	8	12.1%	47	18.5%
$150,000-$199,999	28	28.0%	13	14.8%	14	21.2%	55	21.7%
$200,000+	18	18.0%	9	10.2%	6	9.1%	33	13.0%
Median HH Income	$138,597		$88,437		$78,392		$106,356	
Average HH Income	$146,875		$107,469		$97,451		$120,856	

Census 2020 Occupied Housing Units by Age of Householder 55+	Number	Percent	% Total HHs
Total	183	100.0%	50.3%
Owner Occupied Housing Units	159	86.9%	43.7%
Householder Age 55-64	69	37.7%	19.0%
Householder Age 65-74	59	32.2%	16.2%
Householder Age 75-84	24	13.1%	6.6%
Householder Age 85+	7	3.8%	1.9%
Renter Occupied Housing Units	24	13.1%	6.6%
Householder Age 55-64	12	6.6%	3.3%
Householder Age 65-74	7	3.8%	1.9%
Householder Age 75-84	3	1.6%	0.8%
Householder Age 85+	2	1.1%	0.5%

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

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

September 29, 2025

Age 50+ Profile

1141 Corinth Rd, Newnan, Georgia, 30263
Ring: 3 mile radius

Prepared by Esri

Latitude: 33.33019
Longitude: -84.80903

Demographic Summary	Census 2020	2025	2030	2025-2030 Change	2025-2030 Annual Rate
Total Population	10,235	10,749	12,291	1,542	2.72%
Population 50+	3,436	3,714	4,235	521	2.66%
Median Age	36.4	37.5	38.0	0.5	0.27%
Households	3,813	4,001	4,618	617	2.91%
% Householders 55+	45.8%	47.6%	47.9%	0.3	0.13%
Total Owner-Occupied Housing Units	2,141	2,369	3,055	686	5.22%
Total Renter-Occupied Housing Units	1,672	1,632	1,563	-69	-0.86%
Owner/Renter Ratio (per 100 renters)	128	145	195	50	6.10%
Median Home Value	-	$325,203	$413,000	$87,797	4.90%
Average Home Value	-	$392,648	$489,556	$96,908	4.51%
Median Household Income	-	$64,814	$76,456	$11,642	3.36%
Median Household Income for Householder 55+	-	$52,527	$66,381	$13,854	4.79%

Population by Age and Sex

Male Population	Census 2020 Number	% of 50+	2025 Number	% of 50+	2030 Number	% of 50+
Total (50+)	1,523	100.0%	1,658	100.0%	1,893	100.0%
50-54	307	20.2%	279	16.8%	324	17.1%
55-59	324	21.3%	306	18.5%	294	15.5%
60-64	279	18.3%	319	19.2%	322	17.0%
65-69	221	14.5%	263	15.9%	316	16.7%
70-74	200	13.1%	197	11.9%	255	13.5%
75-79	105	6.9%	173	10.4%	181	9.6%
80-84	57	3.7%	78	4.7%	135	7.1%
85+	30	2.0%	43	2.6%	66	3.5%

Female Population	Census 2020 Number	% of 50+	2025 Number	% of 50+	2030 Number	% of 50+
Total (50+)	1,913	100.0%	2,056	100.0%	2,340	100.0%
50-54	358	18.7%	353	17.2%	350	15.0%
55-59	356	18.6%	348	16.9%	375	16.0%
60-64	326	17.0%	338	16.4%	370	15.8%
65-69	273	14.3%	311	15.1%	358	15.3%
70-74	245	12.8%	249	12.1%	313	13.4%
75-79	163	8.5%	213	10.4%	238	10.2%
80-84	99	5.2%	137	6.7%	189	8.1%
85+	93	4.9%	107	5.2%	147	6.3%

Total Population	Census 2020 Number	% of Total Pop	2025 Number	% of Total Pop	2030 Number	% of Total Pop
Total (50+)	3,436	33.6%	3,714	34.6%	4,235	34.5%
50-54	665	6.5%	632	5.9%	675	5.5%
55-59	679	6.6%	654	6.1%	669	5.4%
60-64	605	5.9%	657	6.1%	692	5.6%
65-69	494	4.8%	574	5.3%	675	5.5%
70-74	445	4.3%	447	4.2%	568	4.6%
75-79	268	2.6%	386	3.6%	419	3.4%
80-84	156	1.5%	215	2.0%	324	2.6%
85+	123	1.2%	149	1.4%	213	1.7%
65+	1,486	14.5%	1,771	16.5%	2,199	17.9%
75+	547	5.3%	750	7.0%	956	7.8%

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

September 29, 2025

Age 50+ Profile

1141 Corinth Rd, Newnan, Georgia, 30263
Ring: 3 mile radius

Prepared by Esri

Latitude: 33.33019
Longitude: -84.80903

2025 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	781	100%	643	100%	480	100%	1,904	100%
<$15,000	171	21.9%	151	23.5%	147	30.6%	469	24.6%
$15,000-$24,999	50	6.4%	71	11.0%	57	11.9%	178	9.3%
$25,000-$34,999	61	7.8%	54	8.4%	52	10.8%	167	8.8%
$35,000-$49,999	35	4.5%	38	5.9%	34	7.1%	107	5.6%
$50,000-$74,999	99	12.7%	96	14.9%	36	7.5%	231	12.1%
$75,000-$99,999	65	8.3%	53	8.2%	39	8.1%	157	8.2%
$100,000-$149,999	119	15.2%	88	13.7%	48	10.0%	255	13.4%
$150,000-$199,999	119	15.2%	64	10.0%	44	9.2%	227	11.9%
$200,000+	62	7.9%	27	4.2%	25	5.2%	114	6.0%
Median HH Income	$66,913		$51,279		$31,530		$52,527	
Average HH Income	$93,791		$74,856		$68,444		$80,964	

2030 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	818	100%	780	100%	613	100%	2,211	100%
<$15,000	154	18.8%	156	20.0%	160	26.1%	470	21.3%
$15,000-$24,999	41	5.0%	71	9.1%	61	10.0%	173	7.8%
$25,000-$34,999	57	7.0%	53	6.8%	53	8.6%	163	7.4%
$35,000-$49,999	31	3.8%	40	5.1%	41	6.7%	112	5.1%
$50,000-$74,999	94	11.5%	116	14.9%	51	8.3%	261	11.8%
$75,000-$99,999	68	8.3%	70	9.0%	54	8.8%	192	8.7%
$100,000-$149,999	140	17.1%	126	16.2%	70	11.4%	336	15.2%
$150,000-$199,999	151	18.5%	100	12.8%	80	13.1%	331	15.0%
$200,000+	82	10.0%	49	6.3%	44	7.2%	175	7.9%
Median HH Income	$85,361		$63,067		$46,467		$66,381	
Average HH Income	$106,294		$88,026		$82,906		$93,281	

Census 2020 Occupied Housing Units by Age of Householder 55+

	Number	Percent	% Total HHs
Total	1,748	100.0%	45.8%
Owner Occupied Housing Units	1,167	66.8%	30.6%
Householder Age 55-64	482	27.6%	12.6%
Householder Age 65-74	419	24.0%	11.0%
Householder Age 75-84	194	11.1%	5.1%
Householder Age 85+	72	4.1%	1.9%
Renter Occupied Housing Units	581	33.2%	15.2%
Householder Age 55-64	297	17.0%	7.8%
Householder Age 65-74	185	10.6%	4.9%
Householder Age 75-84	75	4.3%	2.0%
Householder Age 85+	24	1.4%	0.6%

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

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

September 29, 2025

Age 50+ Profile

1141 Corinth Rd, Newnan, Georgia, 30263
Ring: 5 mile radius

Prepared by Esri
Latitude: 33.33019
Longitude: -84.80903

Demographic Summary	Census 2020	2025	2030	2025-2030 Change	2025-2030 Annual Rate
Total Population	40,362	43,821	46,998	3,177	1.41%
Population 50+	12,598	14,217	15,684	1,467	1.98%
Median Age	35.8	36.9	38.0	1.1	0.59%
Households	15,497	17,005	18,392	1,387	1.58%
% Householders 55+	40.5%	42.0%	43.4%	1.4	0.66%
Total Owner-Occupied Housing Units	8,221	9,206	10,598	1,392	2.86%
Total Renter-Occupied Housing Units	7,276	7,799	7,794	-5	-0.01%
Owner/Renter Ratio (per 100 renters)	113	118	136	18	2.88%
Median Home Value	-	$335,421	$391,012	$55,591	3.11%
Average Home Value	-	$373,742	$447,801	$74,059	3.68%
Median Household Income	-	$79,354	$88,591	$9,237	2.23%
Median Household Income for Householder 55+	-	$69,794	$81,653	$11,859	3.19%

Population by Age and Sex

	Census 2020		2025		2030	
Male Population	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	5,528	100.0%	6,373	100.0%	7,042	100.0%
50-54	1,210	21.9%	1,289	20.2%	1,318	18.7%
55-59	1,188	21.5%	1,224	19.2%	1,254	17.8%
60-64	978	17.7%	1,176	18.5%	1,190	16.9%
65-69	775	14.0%	946	14.8%	1,117	15.9%
70-74	644	11.6%	708	11.1%	866	12.3%
75-79	359	6.5%	561	8.8%	617	8.8%
80-84	225	4.1%	275	4.3%	428	6.1%
85+	149	2.7%	194	3.0%	252	3.6%
	Census 2020		2025		2030	
Female Population	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	7,070	100.0%	7,842	100.0%	8,641	100.0%
50-54	1,374	19.4%	1,448	18.5%	1,458	16.9%
55-59	1,331	18.8%	1,357	17.3%	1,436	16.6%
60-64	1,177	16.6%	1,287	16.4%	1,345	15.6%
65-69	989	14.0%	1,141	14.5%	1,276	14.8%
70-74	851	12.0%	918	11.7%	1,088	12.6%
75-79	589	8.3%	769	9.8%	855	9.9%
80-84	358	5.1%	484	6.2%	637	7.4%
85+	401	5.7%	438	5.6%	546	6.3%
	Census 2020		2025		2030	
Total Population	Number	% of Total Pop	Number	% of Total Pop	Number	% of Total Pop
Total (50+)	12,598	31.2%	14,217	32.4%	15,684	33.4%
50-54	2,584	6.4%	2,738	6.2%	2,776	5.9%
55-59	2,520	6.2%	2,581	5.9%	2,690	5.7%
60-64	2,155	5.3%	2,464	5.6%	2,535	5.4%
65-69	1,763	4.4%	2,087	4.8%	2,393	5.1%
70-74	1,495	3.7%	1,626	3.7%	1,954	4.2%
75-79	948	2.3%	1,330	3.0%	1,473	3.1%
80-84	583	1.4%	759	1.7%	1,065	2.3%
85+	550	1.4%	632	1.4%	798	1.7%
65+	5,339	13.2%	6,434	14.7%	7,683	16.3%
75+	2,081	5.2%	2,721	6.2%	3,336	7.1%

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

September 29, 2025

Age 50+ Profile

1141 Corinth Rd, Newnan, Georgia, 30263

Ring: 5 mile radius

Prepared by Esri

Latitude: 33.33019

Longitude: -84.80903

2025 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	3,075	100%	2,385	100%	1,686	100%	7,146	100%
<$15,000	337	11.0%	333	14.0%	291	17.3%	961	13.4%
$15,000-$24,999	162	5.3%	206	8.6%	189	11.2%	557	7.8%
$25,000-$34,999	202	6.6%	198	8.3%	212	12.6%	612	8.6%
$35,000-$49,999	201	6.5%	232	9.7%	180	10.7%	613	8.6%
$50,000-$74,999	426	13.9%	349	14.6%	213	12.6%	988	13.8%
$75,000-$99,999	420	13.7%	320	13.4%	257	15.2%	997	14.0%
$100,000-$149,999	553	18.0%	387	16.2%	185	11.0%	1,125	15.7%
$150,000-$199,999	452	14.7%	223	9.4%	102	6.0%	777	10.9%
$200,000+	323	10.5%	138	5.8%	56	3.3%	517	7.2%
Median HH Income	$85,754		$63,993		$46,921		$69,794	
Average HH Income	$109,372		$86,022		$68,581		$91,942	

2030 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	3,160	100%	2,777	100%	2,051	100%	7,988	100%
<$15,000	282	8.9%	333	12.0%	323	15.7%	938	11.7%
$15,000-$24,999	124	3.9%	185	6.7%	189	9.2%	498	6.2%
$25,000-$34,999	164	5.2%	176	6.3%	209	10.2%	549	6.9%
$35,000-$49,999	173	5.5%	229	8.2%	196	9.6%	598	7.5%
$50,000-$74,999	391	12.4%	385	13.9%	258	12.6%	1,034	12.9%
$75,000-$99,999	422	13.4%	394	14.2%	334	16.3%	1,150	14.4%
$100,000-$149,999	622	19.7%	523	18.8%	269	13.1%	1,414	17.7%
$150,000-$199,999	556	17.6%	331	11.9%	179	8.7%	1,066	13.3%
$200,000+	427	13.5%	221	8.0%	93	4.5%	741	9.3%
Median HH Income	$101,280		$78,997		$58,511		$81,653	
Average HH Income	$123,936		$99,117		$78,908		$103,746	

Census 2020 Occupied Housing Units by Age of Householder 55+

Census 2020 Occupied Housing Units by Age of Householder 55+	Number	Percent	% Total HHs
Total	6,277	100.0%	40.5%
Owner Occupied Housing Units	4,104	65.4%	26.5%
Householder Age 55-64	1,740	27.7%	11.2%
Householder Age 65-74	1,441	23.0%	9.3%
Householder Age 75-84	717	11.4%	4.6%
Householder Age 85+	206	3.3%	1.3%
Renter Occupied Housing Units	2,173	34.6%	14.0%
Householder Age 55-64	1,136	18.1%	7.3%
Householder Age 65-74	655	10.4%	4.2%
Householder Age 75-84	272	4.3%	1.8%
Householder Age 85+	110	1.8%	0.7%

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

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

September 29, 2025

Net Worth Profile

1141 Corinth Rd, Newnan, Georgia, 30263
Ring: 1 mile radius

Prepared by Esri
Latitude: 33.33019
Longitude: -84.80903

Summary	Census 2020	2025	2030	2025-2030 Change	2025-2030 Annual Rate
Population	985	1,030	1,239	209	3.76%
Median Age	40.7	42.0	43.0	1.0	0.47%
Households	364	388	474	86	4.09%
Average Household Size	2.71	2.65	2.61	-0.04	-0.30%

2025 Households by Net Worth	Number	Percent
Total	388	100.0%
<$15,000	43	11.1%
$15,000-$34,999	14	3.6%
$35,000-$49,999	7	1.8%
$50,000-$74,999	13	3.4%
$75,000-$99,999	17	4.4%
$100,000-$149,999	26	6.7%
$150,000-$249,999	39	10.1%
$250,000-$499,999	67	17.3%
$500,000-$999,999	65	16.8%
$1,000,000-$1,499,999	36	9.3%
$1,500,000-$1,999,999	14	3.6%
$2,000,000+	48	12.4%
Median Net Worth	$350,353	
Average Net Worth	$1,372,781	
Wealth Index	103	

2025 Net Worth by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	5	52	55	71	86	68	50
<$15,000	1	8	8	7	8	5	7
$15,000-$34,999	1	2	3	3	2	2	2
$35,000-$49,999	1	2	1	2	1	1	1
$50,000-$74,999	0	2	2	2	1	1	3
$75,000-$99,999	0	5	2	2	2	2	3
$100,000-$149,999	1	6	5	3	4	6	2
$150,000-$249,999	1	9	7	9	4	5	4
$250,000-$499,999	0	14	10	15	15	9	4
$500,000-$999,999	0	4	13	17	13	13	6
$1000000+	0	1	5	12	37	24	19
Median Net Worth	$41,089	$161,284	$250,000	$349,012	$688,965	$572,499	$455,833
Average Net Worth	$92,593	$219,734	$469,111	$964,015	$1,875,274	$1,960,431	$2,638,415

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 2025 and 2030. U.S. Census Bureau 2020 decennial Census data.

September 29, 2025

Net Worth Profile

1141 Corinth Rd, Newnan, Georgia, 30263
Ring: 3 mile radius

Prepared by Esri
Latitude: 33.33019
Longitude: -84.80903

Summary	Census 2020	2025	2030	2025-2030 Change	2025-2030 Annual Rate
Population	10,235	10,749	12,291	1,542	2.72%
Median Age	36.4	37.5	38.0	0.5	0.27%
Households	3,813	4,001	4,618	617	2.91%
Average Household Size	2.67	2.67	2.65	-0.02	-0.15%

2025 Households by Net Worth	Number	Percent
Total	4,001	100.0%
<$15,000	1,322	33.0%
$15,000-$34,999	264	6.6%
$35,000-$49,999	96	2.4%
$50,000-$74,999	165	4.1%
$75,000-$99,999	158	3.9%
$100,000-$149,999	238	5.9%
$150,000-$249,999	352	8.8%
$250,000-$499,999	464	11.6%
$500,000-$999,999	396	9.9%
$1,000,000-$1,499,999	217	5.4%
$1,500,000-$1,999,999	83	2.1%
$2,000,000+	246	6.1%
Median Net Worth	$99,153	
Average Net Worth	$760,843	
Wealth Index	68	

2025 Net Worth by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	140	558	696	704	781	643	480
<$15,000	86	235	299	201	232	162	107
$15,000-$34,999	18	35	53	54	47	34	23
$35,000-$49,999	5	19	18	19	11	17	6
$50,000-$74,999	5	33	28	29	18	25	28
$75,000-$99,999	3	35	28	22	23	20	28
$100,000-$149,999	10	41	50	38	44	36	18
$150,000-$249,999	12	52	52	87	50	58	41
$250,000-$499,999	0	81	68	93	101	69	51
$500,000-$999,999	0	21	72	103	73	82	44
$1000000+	0	5	28	58	181	141	133
Median Net Worth	$12,122	$40,932	$32,687	$132,793	$173,633	$189,753	$214,746
Average Net Worth	$41,936	$130,504	$255,655	$549,094	$1,027,094	$1,106,037	$1,849,167

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 2025 and 2030. U.S. Census Bureau 2020 decennial Census data.

September 29, 2025

Net Worth Profile

1141 Corinth Rd, Newnan, Georgia, 30263
Ring: 5 mile radius

Prepared by Esri
Latitude: 33.33019
Longitude: -84.80903

Summary	Census 2020	2025	2030	2025-2030 Change	2025-2030 Annual Rate
Population	40,362	43,821	46,998	3,177	1.41%
Median Age	35.8	36.9	38.0	1.1	0.59%
Households	15,497	17,005	18,392	1,387	1.58%
Average Household Size	2.58	2.55	2.53	-0.02	-0.16%

2025 Households by Net Worth	Number	Percent
Total	17,005	100.0%
<$15,000	4,138	24.3%
$15,000-$34,999	1,287	7.6%
$35,000-$49,999	490	2.9%
$50,000-$74,999	883	5.2%
$75,000-$99,999	799	4.7%
$100,000-$149,999	1,226	7.2%
$150,000-$249,999	1,686	9.9%
$250,000-$499,999	2,225	13.1%
$500,000-$999,999	1,885	11.1%
$1,000,000-$1,499,999	934	5.5%
$1,500,000-$1,999,999	335	2.0%
$2,000,000+	1,117	6.6%
Median Net Worth	$134,163	
Average Net Worth	$764,839	
Wealth Index	74	

2025 Net Worth by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	715	2,768	3,193	3,183	3,075	2,385	1,686
<$15,000	426	1,030	959	551	548	387	237
$15,000-$34,999	115	312	322	222	162	100	54
$35,000-$49,999	21	111	140	98	49	52	19
$50,000-$74,999	22	184	192	217	92	99	77
$75,000-$99,999	21	167	153	169	131	78	81
$100,000-$149,999	28	235	220	229	262	161	91
$150,000-$249,999	43	256	277	384	257	256	214
$250,000-$499,999	36	308	382	509	450	287	253
$500,000-$999,999	1	137	327	454	340	370	255
$1000000+	2	29	219	349	786	596	404
Median Net Worth	$12,588	$39,986	$72,135	$170,341	$262,725	$284,921	$296,060
Average Net Worth	$53,717	$130,090	$381,160	$662,441	$1,189,507	$1,329,937	$1,454,541

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 2025 and 2030. U.S. Census Bureau 2020 decennial Census data.

September 29, 2025

An In-Depth Analysis of Assisted Living Costs in Coweta County, Georgia: A 2025 Market Rent Survey

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9.29.2025

Section 1: Executive Summary: The Financial Landscape of Assisted Living in Coweta County

This report provides a comprehensive analysis of the costs associated with assisted living in Coweta County, Georgia, for 2024. The primary finding is that there is no single "average rent" but rather a wide spectrum of costs driven by facility type, amenities, and the specific care needs of the resident. The estimated monthly cost for a standard assisted living arrangement in Coweta County typically ranges from **$3,500 to $5,500**.

This local cost range exists within a broader, rapidly escalating market. For context, the 2024 median monthly cost for assisted living in the state of Georgia is **$4,940**.[1] Nationally, the median cost has reached **$5,900** per month.[2] This indicates that Coweta County offers options that fall both below and in line with the state median, while remaining significantly more affordable than the national figure.

The key dynamic shaping the Coweta County market is a bifurcation between two distinct types of facilities: large, modern, amenity-rich "Assisted Living Communities" and smaller, more intimate, and often more affordable "Personal Care Homes." This structural difference is the primary driver of the wide cost range observed in the area.

For families and individuals planning for long-term care, the most critical takeaway is that any advertised base rent or "starting at" price represents only a portion of the total monthly expense. The final cost is invariably higher and is determined by a personalized assessment of the resident's need for assistance with Activities of Daily Living (ADLs), such as medication management, bathing, and dressing. This report will deconstruct these costs, provide detailed benchmarks, profile local facilities, and offer actionable guidance for sound financial planning.

Section 2: Broader Market Context: National and Georgia State Cost Benchmarks (2024)

To accurately assess the cost of assisted living in Coweta County, it is essential to first understand the macroeconomic trends influencing the senior living industry at the national and state levels. The data for 2024 reveals a period of significant cost acceleration, driven by widespread economic pressures.

The National Picture: Rising Demand and Persistent Inflation

The most authoritative data from the 2024 Genworth and CareScout Cost of Care Survey establishes the national median monthly cost for assisted living at **$5,900**, which equates to an annual median cost of $70,800. This figure represents a substantial **10% increase** from the 2023 national median of $5,350 per month.

This sharp rise is not an anomaly but the result of several converging economic forces. Surveys of long-term care providers across the country identified persistent inflation and escalating labor costs as the primary drivers behind rate increases. Concurrently, the industry has seen a significant rebound in demand for services. National occupancy rates in assisted living communities climbed from 77% to 84% year-over-year. This tightening of supply in the face of growing demand from an aging population has created additional upward pressure on pricing.

The Georgia Benchmark: A Market Experiencing Accelerated Cost Growth

Within this national context, the financial landscape in Georgia presents an even more acute picture of rising costs. The 2024 median annual cost for assisted living in Georgia is **$59,280**, which translates to a monthly median of **$4,940**.[1] While this figure remains below the national median, it reflects a staggering **20% increase** over the previous year's costs in the state.

This accelerated rate of cost inflation in Georgia, double the already high national rate of 10%, suggests that market pressures within the state are particularly intense. A 20% year-over-year jump cannot be attributed to general inflation alone. It points toward more localized factors, such as a faster-than-average growth in the senior population, more severe healthcare labor shortages driving up wages, and rapid economic development in key regions like the Atlanta metropolitan area, which includes Coweta County.

For families planning for long-term care, this has a critical implication: financial models must account for a more aggressive annual cost escalation factor than national averages might suggest. A budget that appears sufficient today could prove inadequate within a few years

due to the specific volatility of the Georgia market.

It is important to note that various data sources may report slightly different figures. For instance, some analyses cite a Georgia average of $4,120 per month. This figure appears to be based on the prior year's (2023) survey data. This report prioritizes the most recent 2024 data released directly by Genworth and CareScout, as it provides the most accurate and current benchmark for financial planning.[1]

Section 3: A Hyperlocal Analysis: Estimated Assisted Living Costs in Coweta County

While no government or private agency publishes an official "average rent" specifically for Coweta County, a reliable and nuanced estimate can be constructed by triangulating data from multiple sources. This analysis indicates that the likely monthly cost for assisted living in Coweta County ranges from **$3,500 to $5,500**, with the average cost clustering around **$4,300**. This estimate is derived from facility-specific pricing, published local averages, and a comparative analysis of proximate markets.

Triangulation of Local Cost Data

The foundation of this estimate is built on three pillars of evidence:

1. **Facility-Specific Pricing:** Several assisted living facilities in Newnan, the county seat, provide pricing information that establishes the market's parameters. Smaller, residential-style homes like Corinth Road Senior Living offer rates starting at approximately $2,500 per month. Mid-range communities such as Benton House of Newnan have starting costs between $3,300 and $4,000, with total costs potentially reaching $6,000 depending on the apartment and care level. Savannah Court of Newnan offers studio apartments starting at $3,195 before the addition of mandatory care fees. These figures confirm the lower and middle bounds of the estimated range.
2. **Published Local Averages:** Independent senior living referral services and directories have compiled their own averages for the Newnan area. These sources consistently place the average monthly cost at approximately **$4,000**. Other analyses that factor in a wider range of facilities calculate a slightly higher local average, between **$4,262 and $4,396** per month. These aggregated figures strongly corroborate the estimated average of $4,300.
3. **Proximate Market Comparison:** The costs in Coweta County can be further contextualized by examining neighboring areas. In Peachtree City (Fayette County), a demographically similar suburban community, average assisted living costs are cited in a lower range, from **$3,111 to $3,750** per month. Conversely, in the core Atlanta-Sandy Springs-Roswell metropolitan area, costs are significantly higher, with averages often exceeding **$4,620** per month.

This comparative analysis reveals Coweta County's distinct market position. The costs are consistently higher than in nearby Peachtree City but generally more affordable than in the most central parts of the Atlanta metro area. This positioning reflects a "suburban premium" market. Coweta County benefits from the economic dynamism of the Atlanta region and is home to new, upscale communities with premium amenities that command higher prices, such as The Claiborne at Newnan Lakes and Westhill Newnan Crossing.

However, these costs are balanced by the presence of more traditional, affordable options and a lower overall cost of living compared to core urban neighborhoods like Buckhead or Sandy Springs. For families seeking a balance of quality, modern amenities, and relative affordability within the greater Atlanta region, Coweta County occupies a compelling middle ground.

The following table provides a clear, at-a-glance comparison of these costs.

Geographic Area	Estimated/Median Monthly Cost	Data Source(s)
Coweta County (Newnan)	$3,500 - $5,500 (Est. Range)	
Peachtree City	$3,111 - $3,750 (Average)	
Atlanta Metro Area	$4,620 (Median)	
Georgia	$4,940 (State Median)	[1]
United States	$5,900 (National Median)	

Section 4: Facility Spotlight: A Deeper Dive into Newnan's Assisted Living Communities

Moving beyond abstract averages, an examination of specific facilities in Newnan reveals the tangible differences in environment, services, and cost. The local market is not monolithic; it is clearly divided between large, amenity-focused communities and smaller, intimate care homes. This distinction is fundamental to understanding the cost structure and making an

informed choice.

High-End, Amenity-Rich Communities

Facilities like **Westhill Newnan Crossing** and **The Claiborne at Newnan Lakes** anchor the upper end of the market. They position themselves as upscale senior living experiences, offering a lifestyle akin to a resort or luxury apartment complex. Their value proposition is centered on extensive amenities, including restaurant-style dining with chef-prepared meals, on-site beauty salons and barbershops, professionally managed social and wellness programs, and scheduled transportation.

Residences are described with premium finishes like granite countertops, custom cabinetry, and stainless-steel appliances. While these communities do not publicly advertise their rates, their focus on "luxury suites" and an "upscale" lifestyle suggests they command prices at the top of the local range, likely starting at or above **$5,000 per month**.

Mid-to-Upper Range Communities

This segment includes well-established communities that offer a robust set of amenities and a range of housing options.

- **Benton House of Newnan** provides the most transparent pricing data, making it an excellent case study. Starting costs are reported between **$3,300 and $4,000**, with the final monthly rate varying significantly based on the chosen apartment and the resident's care needs, potentially reaching **$5,400 to $6,000**. This demonstrates how a one-bedroom apartment will cost considerably more than a studio, independent of care charges.
- **Savannah Court of Newnan** offers another clear example of how pricing is structured. A base rent for a studio apartment is listed at **$3,195 per month**. To this base rent, a mandatory care fee is added: a **$250** monthly fee for "Medium Care Needs" or a **$450** monthly fee for "High Care Needs". This tiered model provides a concrete illustration of how the total bill is calculated based on an initial assessment.

Affordable, Intimate Care Homes

Contrasting sharply with the large communities are smaller facilities, often classified as "residential care homes" or "personal care homes."

- **Corinth Road Senior Living** is a prime example, with a capacity for only 15 residents. Its pricing starts at a much more accessible **$2,500 per month**.
- Other facilities, such as the **Bobbi Personal Care Home** locations, are even smaller, operating in residential houses with capacities of just two or three seniors.

The existence of these two distinct facility types reveals a fundamental bifurcation in the market. Large communities have high operational overhead due to their extensive physical plants, large staffs, and wide array of programming. Their value proposition is a vibrant, social,

and service-rich lifestyle. In contrast, small care homes have low overhead. Their value proposition is a quiet, highly personalized, family-like setting with a very high caregiver-to-resident ratio.

Consequently, the concept of an "average rent" for Coweta County is a statistical blend of these two fundamentally different service models. It is analogous to averaging the price of a full-service resort hotel with that of a local bed-and-breakfast. While mathematically valid, the resulting number is functionally misleading. The most critical decision for a prospective resident and their family is not about finding a facility that matches an abstract average price, but about first choosing which *type* of living environment best suits their personality, social needs, and medical requirements.

The following table summarizes the spectrum of options available in Coweta County.

Facility Name	Type	Known Pricing (Monthly)	Key Amenities/Features	Source(s)
Westhill Newnan Crossing	Assisted Living Community	Not Published (High-End Est.)	Restaurant-style dining, salon, wellness programs, emergency alert system	
The Claiborne at Newnan Lakes	Assisted Living Community	Not Published (High-End Est.)	Upscale floor plans, granite countertops, kitchenettes, 24/7 staff	
Benton House of Newnan	Assisted Living Community	Starts $3,300 - $4,000; Range to $6,000	Studio & 1BR options, memory care, daily activities, fitness programs	
Savannah Court of Newnan	Assisted Living Community	Studio starts $3,195 + Care Fees	Tiered care levels, semi-private	

			options, luxury retirement focus	
Monarch House	Assisted Living Community	Not Published (Mid-to-Upper Est.)	Exclusive community (41 suites), luxury suites, high staff-to-resident ratio	
Corinth Road Senior Living	Personal Care Home	Starts $2,500; Average $4,078	Intimate setting (15 residents), residential care model, age-in-place focus	
Bobbi Personal Care Home	Personal Care Home	Starts $3,300	Very small setting (2-3 residents), home-like environment	

Section 5: Decoding the Bill: Key Factors Influencing the Final Monthly Cost

Understanding the components of an assisted living bill is crucial for accurate financial forecasting. The advertised monthly rate is rarely the final price. The total cost is a combination of a base rent and variable fees for care and other services.

1. The Base Rent

This is the "hotel" portion of the cost. It typically covers the resident's apartment (which can be a studio, one-bedroom, or sometimes a shared suite), three meals per day served in a communal dining room, all utilities, routine housekeeping and laundry services, and access to the community's scheduled social activities and common amenities. The size and style of the

apartment are major determinants of the base rent.

2. The Level of Care (The Biggest Variable)

This is the most significant and variable component of the monthly bill. It covers the "care" services required by the resident. Facilities conduct a health and wellness assessment prior to move-in to determine a resident's needs for assistance with **Activities of Daily Living (ADLs)**. These fundamental self-care tasks include bathing, dressing, grooming, eating, mobility (transferring from a bed to a chair), and medication management. Facilities use several models to charge for this care:

- **Tiered/Levels of Care:** This is a common model where residents are assigned to a specific care level (e.g., low, medium, high) based on their assessment. Each level corresponds to a flat monthly fee that is added to the base rent. Savannah Court of Newnan's model of adding a $250 or $450 monthly fee is a clear example. Benton House also uses a simplified model with "two comprehensive levels of care".
- **A La Carte:** In this model, each service has an individual price. A resident might pay a specific fee for medication management and another for bathing assistance. This allows for highly customized billing but can be less predictable month-to-month.
- **All-Inclusive:** Less common, this model combines rent and all non-specialized care into a single, predictable monthly fee.

3. Specialized Care Premiums

Residents with specific medical conditions, particularly cognitive impairments like Alzheimer's disease or other forms of dementia, require specialized care that carries a significant premium.

- **Memory Care:** This is the most common specialty unit. The additional cost is substantial, typically adding between **$575 and $1,500 per month** to the standard assisted living rate in Georgia. Other estimates suggest memory care is **20% to 30% more costly** than traditional assisted living. This premium is justified by the higher level of service required, including 24-hour supervision in a secure environment to prevent wandering, specialized staff with training in dementia care, and cognitive-enhancing therapeutic activities.

4. One-Time and Ancillary Fees

Beyond the recurring monthly bill, families should budget for several other potential costs:

- **Community Fee:** Most facilities charge a one-time, non-refundable community fee upon move-in. This fee can range from **$1,000 to $5,000** or more and covers administrative costs and apartment preparation.
- **Ancillary Services:** Services not included in the base package, such as appointments at the on-site beauty salon, guest meals, specialized transportation for individual medical appointments, or pet fees, are billed separately.

It is crucial to recognize that the widely advertised "starting at" price is primarily a marketing tool, not a reliable budgeting figure. This price almost always corresponds to the smallest available unit (often a shared or studio apartment) combined with the lowest possible level of care, a profile that very few new residents actually fit.

Most individuals entering assisted living require some level of assistance, which immediately triggers additional care fees. The true and final cost can only be determined after the facility's clinical staff completes a formal, in-person care needs assessment. Therefore, families must treat all "starting at" prices with caution and insist on receiving a comprehensive, written quote based on their loved one's specific assessment before making any financial commitments.

Section 6: Strategic Financial Planning for Assisted Living in Georgia

Navigating the expense of long-term care requires careful and proactive financial planning. Understanding the available payment sources and the eligibility requirements for public assistance programs is a critical first step.

Common Payment Sources

The vast majority of assisted living costs are paid for through private funds. Families typically use a combination of the following resources:

- **Private Funds:** This is the most common method and includes income from Social Security and pensions, withdrawals from savings and investment accounts (such as 401(k)s or IRAs), and often, the proceeds from the sale of a family home.
- **Long-Term Care Insurance (LTCI):** Individuals who purchased LTCI policies can use these benefits to cover assisted living costs. It is essential to review the policy's specific terms, including the daily benefit amount, elimination period (the initial period of care that is not covered), and lifetime maximum.
- **Veteran's Aid and Attendance Benefit:** Veterans who served during wartime (or their surviving spouses) may be eligible for this special pension from the Department of Veterans Affairs. It is designed to help cover the costs of long-term care for those who meet specific service, medical, and financial criteria.

Works cited

1. Cost of Long Term Care by State | Cost of Care Report | Carescout, accessed September 29, 2025, https://www.genworth.com/aging-and-you/finances/cost-of-care.html
2. Cost of Long Term Care by State | Cost of Care Report - CareScout, accessed September 29, 2025, https://www.carescout.com/cost-of-care

Label	Newnan city, Georgia					
	Total		With a disability		Percent with a disability	
	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
Total civilian noninstitutionalized population	42,845	±148	5,649	±800	13.2%	±1.9
DISABILITY TYPE BY DETAILED AGE						
With a cognitive difficulty	(X)	(X)	2,475	±553	6.2%	±1.4
Population 65 to 74 years	3,401	±432	207	±119	6.1%	±3.5
Population 75 years and over	2,345	±416	266	±123	11.3%	±5.4
With an ambulatory difficulty	(X)	(X)	2,065	±387	5.1%	±1.0
Population 65 to 74 years	3,401	±432	552	±219	16.2%	±6.2
Population 75 years and over	2,345	±416	552	±185	23.5%	±7.2
With a self-care difficulty	(X)	(X)	809	±218	2.0%	±0.5
Population 65 to 74 years	3,401	±432	158	±123	4.6%	±3.6
Population 75 years and over	2,345	±416	193	±99	8.2%	±4.3
With an independent living difficulty	(X)	(X)	1,883	±482	5.8%	±1.5
Population 65 to 74 years	3,401	±432	362	±180	10.6%	±5.2
Population 75 years and over	2,345	±416	428	±149	18.3%	±6.4