

2026

# Columbus, GA Market Analysis



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Bull Realty, Inc.

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## MARKET ANALYSIS METHODOLOGY

This market demand analysis using a defined methodology is being conducted to examine a potential disposition of an 80% Occupied 54-Bed Assisted Living Facility in the Columbus, Georgia (Muscogee County) PMA (5-mile radius). Our analysis will show demand estimates for Assisted Living in the current year for the subject property, and five years from the current year.

### DEFINITION OF TARGET GROUPS

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

#### TARGET GROUP 1

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

#### TARGET GROUP 2

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

#### TARGET GROUP 3

The next target group consists of the “age qualified” population that has adequate income to live in elderly housing. Many research firms are now considering \$75,000 to be the minimum “qualifying” income. Although research has shown that many seniors with lesser income levels can afford to reside in seniors housing due to having income from other sources or assets to spend down, \$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 \$75,000+ headed by a householder age 75+.

## TARGET GROUP 4

Target group 4 consists of a group referred to in the industry as “adult children”. Children and/or other relatives of seniors generally play a significant role in the placement of a senior in a senior housing facility. Market areas where there are large concentrations of people in the 50-64 age group can often support significantly larger supply of senior housing than would be indicated through analysis of seniors already residing in the area. This is because the immigration of seniors into markets with large adult child populations is common. This phenomenon is largely since many elderly parents of the residents do not currently live near their children; they will be encouraged to do so as they age in place and require greater care. When frailty and dependence occur on the part of an aging parent, adult children frequently elect to move their loved one closer to them so that they can help attend to their needs more frequently. Thus, Target Group 4 is the number of people in the age 50-64 age bracket.

## DISCUSSION OF ACHIEVABLE PENETRATION RATES

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

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

## DEMAND ASSUMPTIONS

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

1. As indicated earlier, the probable extent of the Columbus PMA is assumed to be a 10-mile radius in and around the property site in Columbus, 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 2030.

3. The Columbus facility is approximately 80.0% stabilized as of 2026, we will make population projections for determining whether there will be enough demand for the number of units to be utilized.
4. For estimating the need for additional Senior living units in the Columbus, 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 Columbus market, for both current and 2030. The spreadsheet first starts by estimating demand for Senior living in the Columbus 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 **754** Assisted Living beds today, growing to **901** in 2030 in the PMA, a 19.49% increase. There is a total of **585** Assisted Living units (including subject property) within the 10-mile PMA with **0** units under construction.

As the model indicates, the Unmet Demand for Assisted Living units in the Columbus PMA totals **169** beds, growing to **3167** units in 2030, an 86.98 % increase.

#### PMA DEMOGRAPHICS – 10 MILE RADIUS

	55 to 64	65 to 74	75+
Average HHI	\$87,514	\$70,817	\$55,007
Average Net Worth	\$1,061,519	\$1,308,684	\$1,073,469

Average home value: \$287,869

Reference: ESRI

#### DISABILITY STATISTICS AGE 75+ IN MUSCOGEE COUNTY

- Cognitive Difficulty (e.g., Alzheimer's): **13.0%**
- Ambulatory Difficulty: **34.6%**
- Self-Care: **11.1%**
- Independent Living Difficulty: **24.6%**

Reference: US Census American Community Survey

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

## Unmet Demand

PMA:10-Mile Radius

### 2025 Income-Qualified Households

MARKET PENETRATION\*\*\* 3.35%

Age	Achievable Penetration	Senior Qualified Hholds *	#Draw from Qualified AL
65+	2.020%	42,939	867
75+	6.630%	17,443	1156
75+   \$75K+	21.600%	2,342	506
55 - 64	1.140%	42,655	486
		<b>Mean</b>	<b>754</b>

### 2030 Income-Qualified Households

Age	Achievable Penetration	Senior Qualified Hholds *	#Draw from Qualified AL
65+	2.020%	47,975	969
75+	6.630%	21,475	1424
75+   \$75K+	21.600%	3,447	745
55-64	1.140%	41,086	468
		<b>Mean</b>	<b>901</b>

		2025	2030	% Inc.
1.	SNF Calculated Market Demand	754	901	19.49%
2.	Identified Competitive Units in Market Area **	585	585	
3.	Identified Units under Construction in Market Area	0	0	
4.	UNMET Assisted Living DEMAND [Line 1 - Line 2 - Line 3]	169	316	86.98%

References:

\* ESRI Demographics Data

\*\* Georgia DCH

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Name	Facility Type	Address	City	State	Zip	County	Bed Capacity	Telephone	Effective Date of License	Administrator	Email
BROOKDALE COLUMBUS	ASSISTED LIVING COMMUNITY	3607 WEEEMS ROAD	COLUMBUS	GA	31909	MUSCOGEE	56	7065764811	12/11/2023 12:00:00 AM	CHERYL MEMMO	chemem@brookdale.com
BROOKSIDE GLEN	ASSISTED LIVING COMMUNITY	400 BRADLEY PARK DR	COLUMBUS	GA	31904	MUSCOGEE	48	7063223040	1/9/2023 12:00:00 AM	PAULETTE BROCK	ed@brooksideglenal.com
GARDENS AT CALVARY ALC, THE Haven at Columbus, The	ASSISTED LIVING COMMUNITY	7595 MOON ROAD	COLUMBUS	GA	31909	MUSCOGEE	100	7066532000	7/5/2022 12:00:00 AM	DUSTY WORSLEY	dustyworsley@calvary-ministries.com
LEGACY RESERVE AT OLD TOWN	ASSISTED LIVING COMMUNITY	8301 FRANCISCAN WOODS DRIVE	COLUMBUS	GA	31909	MUSCOGEE	60	7066538100	9/27/2024 12:00:00 AM	STACY PATTERSON	slmc@slm.net
MAGNOLIA MANOR OF COLUMBUS ASSISTED LIVING	ASSISTED LIVING COMMUNITY	8601 QUEEN BEE DRIVE	COLUMBUS	GA	31909	MUSCOGEE	53	7625247550	11/16/2020 12:00:00 AM	SUSAN STEPHENS	kmuellet@legacyreserveoldtown.com
OAKS AT GROVE PARK	ASSISTED LIVING COMMUNITY	2040 WARM SPRINGS ROAD	COLUMBUS	GA	31904	MUSCOGEE	44	7065071029	7/1/2024 12:00:00 AM	MELISSA RYLAND	mryland@magnoliamanor.com
OAKS AT MAPLE RIDGE	ASSISTED LIVING COMMUNITY	1479 GROVE PARK DRIVE	COLUMBUS	GA	31904	MUSCOGEE	90	7065074460	2/10/2023 12:00:00 AM		michelle.white@oslcare ; 1031licensing@1031crowdfunding.com
THRIVE AT GREEN ISLAND	ASSISTED LIVING COMMUNITY	4500 SOUTH STADIUM DRIVE	COLUMBUS	GA	31909	MUSCOGEE	50	7065610271	9/23/2021 12:00:00 AM	STEPHANIE OSWALD	stepanie.oswald@oslcares.com
		6896 RIVER ROAD	COLUMBUS	GA	31904	MUSCOGEE	84	7063830590	7/19/2023 12:00:00 AM	KARA VINZANT	kara.vinzant@thriveatgreenisland.com

# Age 50+ Profile

4500 S Stadium Dr, Columbus, Georgia, 31909  
Ring: 10 mile radius

Prepared by Esri  
Latitude: 32.55557  
Longitude: -84.91075

Demographic Summary	Census 2020			2025		2030		2025-2030	2025-2030
	Number	% of 50+	% of Total Pop	Number	% of 50+	Number	% of 50+	Change	Annual Rate
Total Population	244,944			244,785		249,290		4,505	0.37%
Population 50+	84,301	34.4%		85,594	35.0%	89,061	35.7%	3,467	0.80%
Median Age	37.1			37.9		39.0		1.1	0.57%
Households	98,435			100,355		103,496		3,141	0.62%
% Householders 55+	44.6%			45.0%		45.6%		0.6	0.27%
Total Owner-Occupied Housing Units	51,004			53,619		57,033		3,414	1.24%
Total Renter-Occupied Housing Units	47,431			46,736		46,463		-273	-0.12%
Owner/Renter Ratio (per 100 renters)	108			115		123		8	1.35%
Median Home Value	-			\$257,729		\$325,818		\$68,089	4.80%
Average Home Value	-			\$287,869		\$363,598		\$75,729	4.78%
Median Household Income	-			\$56,480		\$63,382		\$6,902	2.33%
Median Household Income for Householder 55+	-			\$47,146		\$52,798		\$5,652	2.29%

Male Population	Census 2020		2025		2030	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	37,596	100.0%	38,751	100.0%	40,032	100.0%
50-54	6,700	17.8%	6,851	17.7%	6,668	16.7%
55-59	7,658	20.4%	6,502	16.8%	6,629	16.6%
60-64	7,408	19.7%	6,970	18.0%	6,122	15.3%
65-69	5,913	15.7%	6,627	17.1%	6,379	15.9%
70-74	4,332	11.5%	4,995	12.9%	5,742	14.3%
75-79	2,640	7.0%	3,462	8.9%	4,118	10.3%
80-84	1,665	4.4%	1,920	5.0%	2,602	6.5%
85+	1,280	3.4%	1,424	3.7%	1,772	4.4%

Female Population	Census 2020		2025		2030	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	46,705	100.0%	46,845	100.0%	49,028	100.0%
50-54	7,780	16.7%	7,361	15.7%	7,496	15.3%
55-59	8,538	18.3%	7,267	15.5%	7,174	14.6%
60-64	8,202	17.6%	7,705	16.4%	6,997	14.3%
65-69	7,175	15.4%	7,428	15.9%	7,394	15.1%
70-74	5,720	12.2%	6,447	13.8%	6,985	14.2%
75-79	3,919	8.4%	4,823	10.3%	5,734	11.7%
80-84	2,493	5.3%	3,011	6.4%	3,895	7.9%
85+	2,878	6.2%	2,803	6.0%	3,353	6.8%

Total Population	Census 2020		2025		2030	
	Number	% of Total Pop	Number	% of Total Pop	Number	% of Total Pop
Total (50+)	84,301	34.4%	85,594	35.0%	89,061	35.7%
50-54	14,480	5.9%	14,211	5.8%	14,164	5.7%
55-59	16,196	6.6%	13,769	5.6%	13,803	5.5%
60-64	15,610	6.4%	14,675	6.0%	13,119	5.3%
65-69	13,088	5.3%	14,054	5.7%	13,772	5.5%
70-74	10,052	4.1%	11,442	4.7%	12,728	5.1%
75-79	6,559	2.7%	8,285	3.4%	9,852	4.0%
80-84	4,158	1.7%	4,931	2.0%	6,498	2.6%
85+	4,158	1.7%	4,227	1.7%	5,125	2.1%
65+	38,015	15.5%	42,939	17.5%	47,975	19.2%
75+	14,875	6.1%	17,443	7.1%	21,475	8.6%

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

## Age 50+ Profile

4500 S Stadium Dr, Columbus, Georgia, 31909  
Ring: 10 mile radius

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Latitude: 32.55557  
Longitude: -84.91075

### 2025 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	16,920	100%	16,488	100%	11,799	100%	45,207	100%
<\$15,000	2,847	16.8%	2,739	16.6%	2,232	18.9%	7,818	17.3%
\$15,000-\$24,999	1,187	7.0%	1,617	9.8%	1,602	13.6%	4,406	9.7%
\$25,000-\$34,999	1,336	7.9%	1,791	10.9%	1,731	14.7%	4,858	10.7%
\$35,000-\$49,999	1,961	11.6%	2,576	15.6%	1,939	16.4%	6,476	14.3%
\$50,000-\$74,999	2,627	15.5%	2,724	16.5%	1,953	16.6%	7,304	16.2%
\$75,000-\$99,999	1,811	10.7%	1,752	10.6%	900	7.6%	4,463	9.9%
\$100,000-\$149,999	2,612	15.4%	1,777	10.8%	812	6.9%	5,201	11.5%
\$150,000-\$199,999	1,023	6.0%	534	3.2%	260	2.2%	1,817	4.0%
\$200,000+	1,516	9.0%	979	5.9%	370	3.1%	2,865	6.3%
Median HH Income	\$58,596		\$46,413		\$36,898		\$47,146	
Average HH Income	\$87,514		\$70,817		\$55,007		\$72,938	

### 2030 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	15,801	100%	16,966	100%	14,427	100%	47,194	100%
<\$15,000	2,363	15.0%	2,622	15.5%	2,723	18.9%	7,708	16.3%
\$15,000-\$24,999	873	5.5%	1,403	8.3%	1,706	11.8%	3,982	8.4%
\$25,000-\$34,999	1,018	6.4%	1,578	9.3%	1,874	13.0%	4,470	9.5%
\$35,000-\$49,999	1,593	10.1%	2,400	14.1%	2,259	15.7%	6,252	13.2%
\$50,000-\$74,999	2,335	14.8%	2,820	16.6%	2,418	16.8%	7,573	16.0%
\$75,000-\$99,999	1,729	10.9%	1,899	11.2%	1,200	8.3%	4,828	10.2%
\$100,000-\$149,999	2,777	17.6%	2,136	12.6%	1,187	8.2%	6,100	12.9%
\$150,000-\$199,999	1,219	7.7%	712	4.2%	415	2.9%	2,346	5.0%
\$200,000+	1,892	12.0%	1,397	8.2%	645	4.5%	3,934	8.3%
Median HH Income	\$70,971		\$53,046		\$39,864		\$52,798	
Average HH Income	\$101,311		\$81,511		\$61,785		\$82,112	

### Census 2020 Occupied Housing Units by Age of Householder 55+

	Number	Percent	% Total HHs
Total	43,907	100.0%	44.6%
Owner Occupied Housing Units	29,546	67.3%	30.0%
Householder Age 55-64	11,918	27.1%	12.1%
Householder Age 65-74	10,251	23.3%	10.4%
Householder Age 75-84	5,364	12.2%	5.4%
Householder Age 85+	2,013	4.6%	2.0%
Renter Occupied Housing Units	14,361	32.7%	14.6%
Householder Age 55-64	7,079	16.1%	7.2%
Householder Age 65-74	4,621	10.5%	4.7%
Householder Age 75-84	1,891	4.3%	1.9%
Householder Age 85+	770	1.8%	0.8%

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

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

# Age 50+ Profile

4500 S Stadium Dr, Columbus, Georgia, 31909  
Ring: 20 mile radius

Prepared by Esri  
Latitude: 32.55557  
Longitude: -84.91075

Demographic Summary	Census 2020			2025-2030	
	Census 2020	2025	2030	Change	2025-2030 Annual Rate
Total Population	339,834	340,732	346,968	6,236	0.36%
Population 50+	114,031	117,101	122,219	5,118	0.86%
Median Age	36.4	37.4	38.6	1.2	0.63%
Households	132,782	135,837	140,010	4,173	0.61%
% Householders 55+	44.3%	45.1%	45.9%	0.8	0.35%
Total Owner-Occupied Housing Units	73,525	77,368	81,834	4,466	1.13%
Total Renter-Occupied Housing Units	59,257	58,469	58,176	-293	-0.10%
Owner/Renter Ratio (per 100 renters)	124	132	141	9	1.33%
Median Home Value	-	\$252,158	\$317,825	\$65,667	4.74%
Average Home Value	-	\$283,426	\$357,669	\$74,243	4.76%
Median Household Income	-	\$58,931	\$66,069	\$7,138	2.31%
Median Household Income for Householder 55+	-	\$49,212	\$54,863	\$5,651	2.20%

Male Population	Population by Age and Sex					
	Census 2020		2025		2030	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	51,824	100.0%	53,984	100.0%	56,020	100.0%
50-54	9,473	18.3%	9,570	17.7%	9,343	16.7%
55-59	10,644	20.5%	9,228	17.1%	9,276	16.6%
60-64	10,146	19.6%	9,895	18.3%	8,819	15.7%
65-69	8,091	15.6%	9,135	16.9%	9,065	16.2%
70-74	6,076	11.7%	6,936	12.8%	8,006	14.3%
75-79	3,583	6.9%	4,839	9.0%	5,666	10.1%
80-84	2,203	4.3%	2,571	4.8%	3,572	6.4%
85+	1,608	3.1%	1,810	3.4%	2,273	4.1%

Female Population	Census 2020		2025		2030	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
	Total (50+)	62,207	100.0%	63,117	100.0%	66,200
50-54	10,676	17.2%	10,183	16.1%	10,170	15.4%
55-59	11,596	18.6%	10,041	15.9%	9,936	15.0%
60-64	11,095	17.8%	10,595	16.8%	9,731	14.7%
65-69	9,555	15.4%	10,119	16.0%	10,193	15.4%
70-74	7,570	12.2%	8,551	13.5%	9,446	14.3%
75-79	5,042	8.1%	6,315	10.0%	7,515	11.4%
80-84	3,200	5.1%	3,859	6.1%	5,047	7.6%
85+	3,473	5.6%	3,454	5.5%	4,162	6.3%

Total Population	Census 2020		2025		2030	
	Number	% of Total Pop	Number	% of Total Pop	Number	% of Total Pop
	Total (50+)	114,031	33.6%	117,101	34.4%	122,219
50-54	20,149	5.9%	19,753	5.8%	19,513	5.6%
55-59	22,240	6.5%	19,269	5.7%	19,212	5.5%
60-64	21,240	6.3%	20,490	6.0%	18,550	5.3%
65-69	17,646	5.2%	19,254	5.7%	19,257	5.6%
70-74	13,645	4.0%	15,488	4.5%	17,452	5.0%
75-79	8,625	2.5%	11,154	3.3%	13,181	3.8%
80-84	5,403	1.6%	6,429	1.9%	8,619	2.5%
85+	5,081	1.5%	5,264	1.5%	6,435	1.9%
65+	50,400	14.8%	57,589	16.9%	64,944	18.7%
75+	19,109	5.6%	22,847	6.7%	28,235	8.1%

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

## Age 50+ Profile

4500 S Stadium Dr, Columbus, Georgia, 31909  
Ring: 20 mile radius

Prepared by Esri  
Latitude: 32.55557  
Longitude: -84.91075

### 2025 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	23,536	100%	22,239	100%	15,471	100%	61,246	100%
<\$15,000	3,698	15.7%	3,517	15.8%	2,779	18.0%	9,994	16.3%
\$15,000-\$24,999	1,682	7.1%	2,264	10.2%	2,286	14.8%	6,232	10.2%
\$25,000-\$34,999	1,717	7.3%	2,332	10.5%	2,281	14.7%	6,330	10.3%
\$35,000-\$49,999	2,559	10.9%	3,347	15.1%	2,493	16.1%	8,399	13.7%
\$50,000-\$74,999	3,939	16.7%	3,884	17.5%	2,479	16.0%	10,302	16.8%
\$75,000-\$99,999	2,705	11.5%	2,560	11.5%	1,260	8.1%	6,525	10.7%
\$100,000-\$149,999	3,670	15.6%	2,365	10.6%	1,058	6.8%	7,093	11.6%
\$150,000-\$199,999	1,517	6.4%	768	3.5%	364	2.4%	2,649	4.3%
\$200,000+	2,048	8.7%	1,203	5.4%	471	3.0%	3,722	6.1%
Median HH Income	\$61,098		\$47,993		\$36,714		\$49,212	
Average HH Income	\$87,930		\$70,152		\$55,034		\$73,165	

### 2030 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	22,022	100%	23,219	100%	18,963	100%	64,204	100%
<\$15,000	3,013	13.7%	3,358	14.5%	3,358	17.7%	9,729	15.2%
\$15,000-\$24,999	1,224	5.6%	1,972	8.5%	2,413	12.7%	5,609	8.7%
\$25,000-\$34,999	1,303	5.9%	2,058	8.9%	2,476	13.1%	5,837	9.1%
\$35,000-\$49,999	2,059	9.3%	3,138	13.5%	2,920	15.4%	8,117	12.6%
\$50,000-\$74,999	3,504	15.9%	4,114	17.7%	3,096	16.3%	10,714	16.7%
\$75,000-\$99,999	2,581	11.7%	2,845	12.3%	1,696	8.9%	7,122	11.1%
\$100,000-\$149,999	3,932	17.9%	2,916	12.6%	1,582	8.3%	8,430	13.1%
\$150,000-\$199,999	1,831	8.3%	1,057	4.6%	596	3.1%	3,484	5.4%
\$200,000+	2,575	11.7%	1,762	7.6%	825	4.4%	5,162	8.0%
Median HH Income	\$74,089		\$54,840		\$40,146		\$54,863	
Average HH Income	\$101,606		\$80,728		\$62,119		\$82,393	

### Census 2020 Occupied Housing Units by Age of Householder 55+

	Number	Percent	% Total HHS
Total	58,868	100.0%	44.3%
Owner Occupied Housing Units	41,536	70.6%	31.3%
Householder Age 55-64	17,266	29.3%	13.0%
Householder Age 65-74	14,412	24.5%	10.9%
Householder Age 75-84	7,294	12.4%	5.5%
Householder Age 85+	2,564	4.4%	1.9%
Renter Occupied Housing Units	17,332	29.4%	13.1%
Householder Age 55-64	8,625	14.7%	6.5%
Householder Age 65-74	5,573	9.5%	4.2%
Householder Age 75-84	2,247	3.8%	1.7%
Householder Age 85+	887	1.5%	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.

# Age 50+ Profile

4500 S Stadium Dr, Columbus, Georgia, 31909  
Ring: 30 mile radius

Prepared by Esri  
Latitude: 32.55557  
Longitude: -84.91075

Demographic Summary	Census 2020			2025			2030			2025-2030	2025-2030
									Change	Annual Rate	
Total Population	450,315			454,597			463,859		9,262	0.40%	
Population 50+	156,544			161,561			168,477		6,916	0.84%	
Median Age	37.3			38.2			39.3		1.1	0.57%	
Households	176,241			181,403			187,176		5,773	0.63%	
% Householders 55+	45.9%			46.7%			47.4%		0.7	0.30%	
Total Owner-Occupied Housing Units	103,360			109,010			114,703		5,693	1.02%	
Total Renter-Occupied Housing Units	72,881			72,393			72,473		80	0.02%	
Owner/Renter Ratio (per 100 renters)	142			151			158		7	0.91%	
Median Home Value	-			\$240,177			\$305,516		\$65,339	4.93%	
Average Home Value	-			\$273,652			\$345,385		\$71,733	4.77%	
Median Household Income	-			\$59,287			\$66,380		\$7,093	2.29%	
Median Household Income for Householder 55+	-			\$49,009			\$54,931		\$5,922	2.31%	

Male Population	Population by Age and Sex					
	Census 2020		2025		2030	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	71,536	100.0%	74,827	100.0%	77,676	100.0%
50-54	12,982	18.1%	13,022	17.4%	12,754	16.4%
55-59	14,492	20.3%	12,681	16.9%	12,627	16.3%
60-64	13,772	19.3%	13,697	18.3%	12,231	15.7%
65-69	11,261	15.7%	12,627	16.9%	12,730	16.4%
70-74	8,622	12.1%	9,746	13.0%	11,139	14.3%
75-79	5,123	7.2%	6,890	9.2%	7,962	10.3%
80-84	3,076	4.3%	3,659	4.9%	5,056	6.5%
85+	2,208	3.1%	2,505	3.3%	3,177	4.1%

Female Population	Population by Age and Sex					
	Census 2020		2025		2030	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	85,008	100.0%	86,733	100.0%	90,801	100.0%
50-54	14,364	16.9%	13,830	15.9%	13,522	14.9%
55-59	15,587	18.3%	13,664	15.8%	13,594	15.0%
60-64	15,129	17.8%	14,509	16.7%	13,416	14.8%
65-69	13,129	15.4%	13,988	16.1%	14,095	15.5%
70-74	10,590	12.5%	11,764	13.6%	13,036	14.4%
75-79	6,988	8.2%	8,839	10.2%	10,301	11.3%
80-84	4,474	5.3%	5,378	6.2%	7,100	7.8%
85+	4,747	5.6%	4,761	5.5%	5,737	6.3%

Total Population	Population by Age and Sex					
	Census 2020		2025		2030	
	Number	% of Total Pop	Number	% of Total Pop	Number	% of Total Pop
Total (50+)	156,544	34.8%	161,561	35.5%	168,477	36.3%
50-54	27,346	6.1%	26,852	5.9%	26,276	5.7%
55-59	30,079	6.7%	26,345	5.8%	26,220	5.7%
60-64	28,900	6.4%	28,205	6.2%	25,647	5.5%
65-69	24,390	5.4%	26,615	5.9%	26,824	5.8%
70-74	19,212	4.3%	21,511	4.7%	24,176	5.2%
75-79	12,111	2.7%	15,730	3.5%	18,263	3.9%
80-84	7,550	1.7%	9,037	2.0%	12,156	2.6%
85+	6,955	1.5%	7,266	1.6%	8,915	1.9%
65+	70,218	15.6%	80,159	17.6%	90,334	19.5%
75+	26,616	5.9%	32,033	7.0%	39,334	8.5%

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

## Age 50+ Profile

4500 S Stadium Dr, Columbus, Georgia, 31909  
Ring: 30 mile radius

Prepared by Esri  
Latitude: 32.55557  
Longitude: -84.91075

### 2025 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	32,236	100%	30,799	100%	21,593	100%	84,628	100%
<\$15,000	4,904	15.2%	4,677	15.2%	3,582	16.6%	13,163	15.6%
\$15,000-\$24,999	2,437	7.6%	3,285	10.7%	3,305	15.3%	9,027	10.7%
\$25,000-\$34,999	2,399	7.4%	3,322	10.8%	3,148	14.6%	8,869	10.5%
\$35,000-\$49,999	3,516	10.9%	4,784	15.5%	3,543	16.4%	11,843	14.0%
\$50,000-\$74,999	5,451	16.9%	5,192	16.9%	3,345	15.5%	13,988	16.5%
\$75,000-\$99,999	3,987	12.4%	3,640	11.8%	1,950	9.0%	9,577	11.3%
\$100,000-\$149,999	4,895	15.2%	3,257	10.6%	1,588	7.4%	9,740	11.5%
\$150,000-\$199,999	2,082	6.5%	1,082	3.5%	522	2.4%	3,686	4.4%
\$200,000+	2,564	8.0%	1,560	5.1%	609	2.8%	4,733	5.6%
Median HH Income	\$60,809		\$47,263		\$37,401		\$49,009	
Average HH Income	\$86,109		\$69,345		\$55,567		\$72,217	

### 2030 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	30,218	100%	32,287	100%	26,292	100%	88,797	100%
<\$15,000	3,976	13.2%	4,450	13.8%	4,257	16.2%	12,683	14.3%
\$15,000-\$24,999	1,782	5.9%	2,878	8.9%	3,440	13.1%	8,100	9.1%
\$25,000-\$34,999	1,848	6.1%	2,968	9.2%	3,421	13.0%	8,237	9.3%
\$35,000-\$49,999	2,835	9.4%	4,548	14.1%	4,111	15.6%	11,494	12.9%
\$50,000-\$74,999	4,901	16.2%	5,563	17.2%	4,187	15.9%	14,651	16.5%
\$75,000-\$99,999	3,845	12.7%	4,055	12.6%	2,593	9.9%	10,493	11.8%
\$100,000-\$149,999	5,276	17.5%	4,058	12.6%	2,363	9.0%	11,697	13.2%
\$150,000-\$199,999	2,544	8.4%	1,500	4.6%	869	3.3%	4,913	5.5%
\$200,000+	3,210	10.6%	2,268	7.0%	1,052	4.0%	6,530	7.4%
Median HH Income	\$73,355		\$54,260		\$41,155		\$54,931	
Average HH Income	\$99,120		\$79,386		\$62,649		\$81,145	

### Census 2020 Occupied Housing Units by Age of Householder 55+

	Number	Percent	% Total HHS
Total	80,859	100.0%	45.9%
Owner Occupied Housing Units	58,729	72.6%	33.3%
Householder Age 55-64	24,081	29.8%	13.7%
Householder Age 65-74	20,709	25.6%	11.8%
Householder Age 75-84	10,386	12.8%	5.9%
Householder Age 85+	3,553	4.4%	2.0%
Renter Occupied Housing Units	22,130	27.4%	12.6%
Householder Age 55-64	10,986	13.6%	6.2%
Householder Age 65-74	7,130	8.8%	4.0%
Householder Age 75-84	2,915	3.6%	1.7%
Householder Age 85+	1,099	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.

# Net Worth Profile

4500 S Stadium Dr, Columbus, Georgia, 31909  
Ring: 10 mile radius

Prepared by Esri  
Latitude: 32.55557  
Longitude: -84.91075

Summary	Census 2020	2025	2030	2025-2030 Change	2025-2030 Annual Rate
Population	244,944	244,785	249,290	4,505	0.37%
Median Age	37.1	37.9	39.0	1.1	0.57%
Households	98,435	100,355	103,496	3,141	0.62%
Average Household Size	2.42	2.38	2.35	-0.03	-0.25%

2025 Households by Net Worth	Number	Percent
Total	100,355	100.0%
<\$15,000	32,496	32.4%
\$15,000-\$34,999	8,743	8.7%
\$35,000-\$49,999	2,950	2.9%
\$50,000-\$74,999	4,687	4.7%
\$75,000-\$99,999	4,225	4.2%
\$100,000-\$149,999	6,000	6.0%
\$150,000-\$249,999	8,614	8.6%
\$250,000-\$499,999	12,413	12.4%
\$500,000-\$999,999	8,847	8.8%
\$1,000,000-\$1,499,999	3,682	3.7%
\$1,500,000-\$1,999,999	1,397	1.4%
\$2,000,000+	6,301	6.3%
Median Net Worth	\$81,737	
Average Net Worth	\$713,331	
Wealth Index	63	

2025 Net Worth by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	4,320	16,963	17,685	16,181	16,920	16,488	11,799
<\$15,000	2,809	8,820	6,933	4,271	4,452	3,354	1,858
\$15,000-\$34,999	511	1,855	2,324	1,644	1,134	833	441
\$35,000-\$49,999	122	629	642	579	382	444	152
\$50,000-\$74,999	83	871	885	820	576	830	622
\$75,000-\$99,999	86	833	768	597	653	592	696
\$100,000-\$149,999	108	1,066	885	991	1,126	973	850
\$150,000-\$249,999	281	1,095	1,285	1,512	1,355	1,651	1,436
\$250,000-\$499,999	291	1,002	1,815	2,103	2,442	2,507	2,252
\$500,000-\$999,999	16	622	1,037	1,627	1,703	2,197	1,644
\$1000000+	13	169	1,110	2,037	3,097	3,105	1,848
Median Net Worth	\$11,534	\$14,423	\$29,610	\$107,219	\$157,351	\$216,460	\$235,171
Average Net Worth	\$59,152	\$94,779	\$338,350	\$712,873	\$1,061,519	\$1,308,684	\$1,073,469

**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.

Table: ACSST1Y2024.S1810

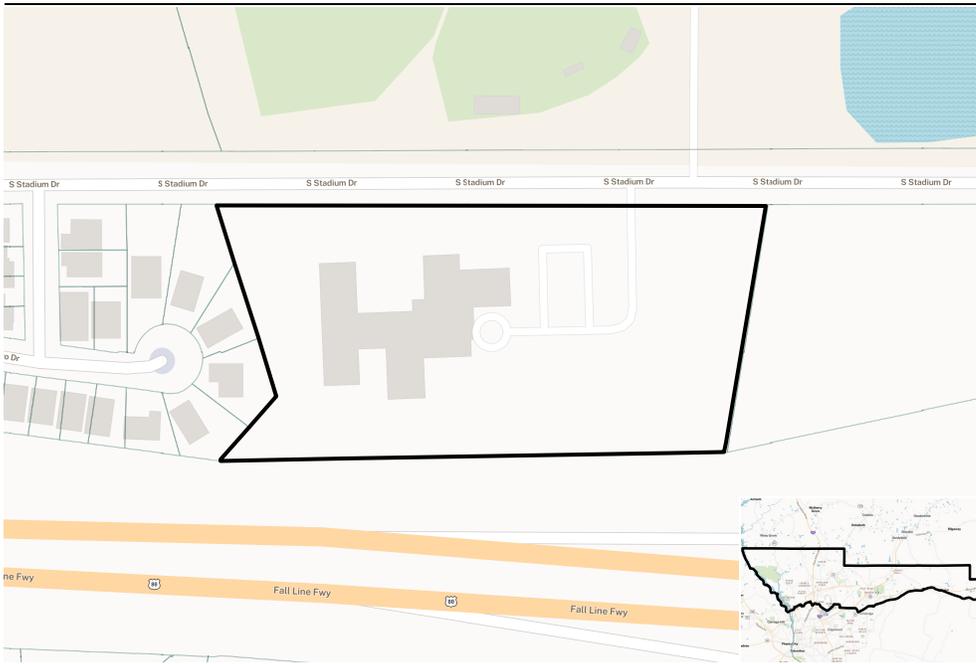
	Columbus city, Georgia					
	Total		With a disability		Percent with a disability	
Label	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
Total civilian noninstitutionalized population	192,121	±1,516	32,238	±3,925	16.8%	±2.0
DISABILITY TYPE BY DETAILED AGE						
<b>With a cognitive difficulty</b>	(X)	(X)	12,677	±2,665	7.1%	±1.5
Population 75 years and over	13,034	±800	1,689	±533	13.0%	±4.1
<b>With an ambulatory difficulty</b>	(X)	(X)	14,357	±2,514	8.0%	±1.4
Population 75 years and over	13,034	±800	4,504	±1,080	34.6%	±8.3
<b>With a self-care difficulty</b>	(X)	(X)	6,277	±1,667	3.5%	±0.9
Population 75 years and over	13,034	±800	1,447	±586	11.1%	±4.5
<b>With an independent living difficulty</b>	(X)	(X)	13,446	±2,619	9.4%	±1.8
Population 75 years and over	13,034	±800	3,200	±755	24.6%	±5.8

# 4500 S Stadium Dr, Columbus North, GA

<https://app.regrid.com/us/ga/muscogee/columbus-north/66689>

## Regrid

By Loveland Technologies · Jan 27, 2026



In: 31909, Census Tract 102.08, Columbus North, Muscogee County, Georgia

Lat/Long: 32.55559, -84.91045

## Parcel Data Fields

<b>Parcel ID:</b>	080 002 063	<b>Distance to Transmission line:</b>	463.0
<b>Owner Name:</b>	SNH/LTA PROPERTIES GA LLC	<b>Roughness Rating:</b>	4.0
<b>Parcel Address:</b>	4500 S STADIUM DR	<b>Highest Parcel Elevation:</b>	147.3
<b>Parcel Address City:</b>	COLUMBUS	<b>Lowest Parcel Elevation:</b>	132.12
<b>Parcel Address Zip Code:</b>	31909-2006	<b>Zoning Code:</b>	RO
<b>Parcel Account Number:</b>	9840 0106 01	<b>Zoning Description:</b>	Residential Office
<b>Parcel Use Code:</b>	316	<b>Total Parcel Value:</b>	2300000.0
<b>Parcel Use Description:</b>	Nursing/Personal Care	<b>Mailing Address:</b>	255 WASHINGTON ST
<b>Zoning Type:</b>	Mixed	<b>Mailing Address Care Of:</b>	SR HOUSING PROPERTIES TR
<b>Zoning Subtype:</b>	Mixed Use	<b>Mailing Address City:</b>	NEWTON
<b>Zoning Code Link:</b>	<a href="https://www.zoneomics.com/code/columbus-ga">https://www.zoneomics.com/code/columbus-ga</a>	<b>Mailing Address State:</b>	MA
<b>Zoning Area ID:</b>	16010790	<b>Mailing Address ZIP Code:</b>	02458
<b>Homestead Exemption:</b>	False	<b>Original Mailing Address:</b>	{"mailadd":"255 WASHINGTON ST","mail_city":"NEWTON","mail_state2":"MA","mail_z
<b>Regrid Calculated Total Address Count:</b>	1	<b>Parcel Address Number:</b>	4500
<b>FEMA NRI Risk Rating:</b>	Very Low	<b>Parcel Address Street Name:</b>	STADIUM
<b>Census Provided Unified School District:</b>	Muscogee County School District	<b>Parcel Address:</b>	DR

**Regrid** 29751  
**Calculated Building Footprint Square Feet:**  
**Regrid** 1  
**Calculated Building Count:**  
**InSite Score:** Low  
**Precisely ID:** P000060PWR4I  
**Placekey:** 222@8g8-7nj-fvf  
**USPS Delivery Point Validation:** YNNNN  
**Delivery Point Validation Codes:** AABB  
**Notes:**  
**Delivery Point Match Type:** S  
**CASS Error Codes:** A1  
**Residential Delivery Indicator:** N  
**USPS Vacancy Indicator:** N  
**USPS Vacancy Indicator Date:** 2026-01-01  
**Land Use Code:** 4500.0  
**Activity:** Health care, medical, or treatment  
**Land Use Code Description:**  
**Activity:**  
**Land Use Code:** 6520.0  
**Function:** Nursing, supervision, and other rehabilitative services  
**Land Use Code Description:**  
**Function:**  
**Land Use Code:** 4100.0  
**Structure:** Medical facility  
**Land Use Code Description:**  
**Structure:**  
**Land Use Code:** 6000.0  
**Code: Site:** Developed site with buildings  
**Land Use Code Description:**  
**Site:**  
**Land Use Code:** 1500.0  
**Ownership:**  
**Land Use Code:** Businesses and commercial entities  
**Description:**  
**Ownership:**  
**Housing Affordability Index:** 101.0  
**Population Density:** 2329.2

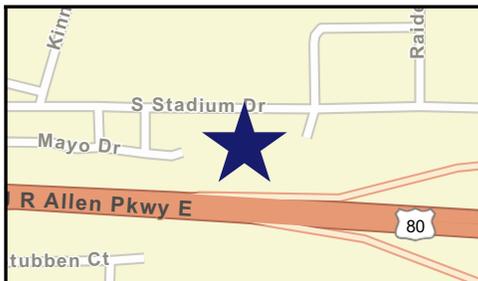
**Address Street Type:** 31909  
**5 Digit Parcel Zip Code:** 31909  
**Legal Description:** PT LL 2 8TH DIST  
**Neighborhood Code:** 5900C  
**Subdivision:** SENIOR CITIZEN RES  
**Latitude:** 32.555589  
**Longitude:** -84.910454  
**Census 2020 Tract:** 13215010208  
**Census 2020 Block:** 132150102081012  
**Census 2020 Blockgroup:** 132150102081  
**Census Zip Code:** 31909  
**Tabulation Area:** 5.47  
**County-Provided Acres:** 238273.0  
**County-Provided Parcel Square Feet:** 080 002 063  
**Parcel Number:** 080 002 063  
**Is Primary Address:** True  
**Original Parcel Number:** 9840 0106 01  
**Account Number:** S JR ALLEN E BLACKMON N PIERCE  
**Neighborhood Description:** SNRS - SENIOR CITIZEN RES  
**Subdivision Name:** (USD01) URBAN DIS 1  
**Tax District:** 4500 SOUTH STADIUM DR  
**Active MLS:** No  
**Homestead Type:** 0.0  
**Front Footage:** 0.0  
**Depth Footage:** 0.0  
**Parcel Class:** C4  
**Regrid UUID:** 4f22769a-08fb-49ca-9d6c-79b53185f009  
**Calculated Acres:** 5.51892  
**Building Area:** 25217  
**Area Building Definition:** TOTAL AREA  
**Calculated Parcel Sq Ft:** 240409  
**Number of Baths:** 2.5  
**Federal Qualified Opportunity Zone:** No

**Population Growth (CAGR) past 5 years:** -0.52  
**Population Growth (CAGR) next 5 years:** -0.54  
**Housing Units Growth (CAGR) past 5 years:** 0.0  
**Housing Units Growth (CAGR) next 5 years:** 0.03  
**Median Household Income Growth (CAGR) next 5 years:** 2.36  
**Median Household Income (current year):** 92900.0

# Traffic Count Map - Close Up

4500 S Stadium Dr, Columbus, Georgia, 31909  
Rings: 10, 20, 30 mile radii

Prepared by Esri  
Latitude: 32.55557  
Longitude: -84.91075

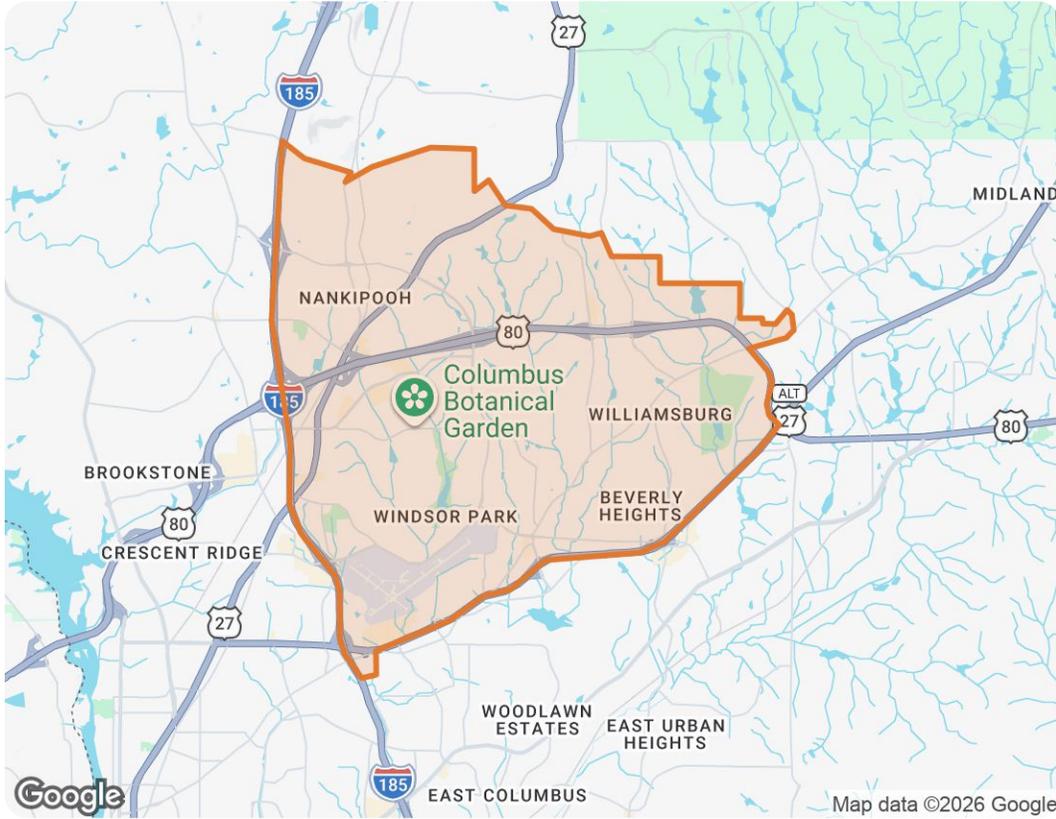


- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
  - ▲ 6,001 - 15,000
  - ▲ 15,001 - 30,000
  - ▲ 30,001 - 50,000
  - ▲ 50,001 - 100,000
  - ▲ More than 100,000 per day



Source: ©2025 Kalibrate Technologies (Q1 2025).

# Columbus, GA 31909



## Ernie Anaya, MBA

Pres., Senior Housing & Behavioral Health Group

Georgia Real Estate License #356482

South Carolina Real Estate License #93244

📞 Work (800) 804-2855 x130 | 📞 Mobile (678) 283-0136

📠 (404) 876-7073

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

🌐 <https://www.bullrealty.com>



# Columbus, GA 31909

## Trade Area Summary

### Attribute Summary for Columbus, GA 31909

Median Household Income

**\$73,773**

Source: 2024/2029 Income (Esri)

Median Age

**35.9**

Source: 2024/2029 Age: 5 Year Increments (Esri)

Total Population

**39,414**

Source: 2024 Age: 1 Year Increments (Esri)

1st Dominant Segment

**Bright Young Professionals**

Source: 2024 Tapestry Market Segmentation (Households)

### Consumer Segmentation

LIFE MODE - What are the people like that live in this area?



**Middle Ground**

Lifestyles of thirtysomethings

URBANIZATION - Where do people like this usually live?



**Urban Periphery**

City life for starting families in neighborhoods that fringe major cities

Top Tapestry Segments	Bright Young Professionals	Enterprising Professionals	Comfortable Empty Nesters	Manufacturing Traditions	Parks and Rec
% of Households	3,795 (22.1%)	2,510 (14.6%)	1,858 (10.8%)	1,540 (9.0%)	1,475 (8.6%)
Lifestyle Group	Middle Ground	Upscale Avenues	GenXurban	GenXurban	GenXurban
Urbanization Group	Urban Periphery	Suburban Periphery	Suburban Periphery	Urban Periphery	Suburban Periphery
Residence Type	Single Family; Multi-Units	Multi-Units; Single Family	Single Family	Single Family	Single Family
Household Type	Married Couples	Married Couples	Married Couples	Married Couples	Married Couples
Average Household Size	2.37	2.48	2.48	2.42	2.46
Median Age	34.7	36.9	46.4	39.1	40.9
Diversity Index	76	78.9	47	60.9	64.1
Median Household Income	\$74,200	\$113,000	\$97,600	\$68,900	\$82,500
Median Net Worth	\$102,300	\$262,300	\$509,700	\$199,800	\$267,000
Median Home Value	\$337,700	\$545,000	\$323,300	\$201,400	\$327,400
Homeownership	45.9%	51.7%	87.4%	72.1%	71.4%
Employment	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Services	Professional or Mgmt/Bus/Financial
Education	Some College No Degree	Bachelor's Degree	Bachelor's Degree	High School Diploma	High School Diploma
Preferred Activities	Go to bars/clubs; attend concerts. Eat at fast food, family restaurants.	Travel to foreign and domestic destinations. Eat organic and natural foods, run and do yoga.	Play golf, ski and work out regularly. Home maintenance a priority among these homeowners.	Value time spent at home. Watching television and gaming are common pastimes.	Take advantage of local parks and recreational activities. Choose to vacation within the US.
Financial	Own retirement savings and student loans	Own 401(k) through work	Portfolio includes stocks, CODs, mutual funds and real estate	Budget aware shoppers	Financially shrewd
Media	Get most of their information from the Internet	Use smartphones for news and buy digital books for tablet reading.	Listen to sports radio; watch sports on TV	Read newspapers, especially Sunday editions	Watch Animal Planet, Discovery, History Channel
Vehicle	Own newer cars	Own or lease an imported sedan	Own 1-2 vehicles	Own 2-3 vehicles	Buy SUVs or trucks



# Columbus, GA 31909

## Consumer Segment Details

About this segment

### Bright Young Professionals

Ranked

**1st**

dominant segment for this area

In this area

**22.1%**

of households fall into this segment

In the United States

**2.3%**

of households fall into this segment

## Who Are They?

Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. More than one out of three householders is under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among the college students). Median household income, median home value, and average rent are close to the US values. Residents of this segment are physically active and up on the latest technology.

## Neighborhood

- Approximately 57% of the households rent; 43% own their homes.
- Household type is primarily couples, married (or unmarried), with above average concentrations of both single-parent and single-person households.
- Multiunit buildings or row housing make up 56% of the housing stock (row housing, buildings with 5 –19 units); 43% built 1980–99.
- Average rent mirrors the US.
- Lower vacancy rate is at 8.2%.

## Socioeconomic Traits

- Education completed: 35% with some college or an associate's degree, 33% with a bachelor's degree or higher.
- Labor force participation rate of 72% is higher than the US rate.
- These consumers are up on the latest technology.
- They get most of their information from the Internet.
- Concern about the environment impacts their purchasing decisions.

## Market Profile

- Own retirement savings and student loans.
- Own newer computers (desktop, laptop, or both), iPods, and 2+ TVs.
- Go online and use mobile devices for banking, access YouTube or Facebook, visit blogs, download movies, and play games.
- Use cell phones to text, redeem mobile coupons, listen to music, and check for news and financial information.
- Find leisure going to bars/clubs, attending concerts, going to the beach.
- Enjoy a variety of sports, including backpacking, rock climbing, football, Pilates, running, and yoga.
- Eat out often at fast-food and family restaurants.

# Columbus, GA 31909

## Consumer Segment Details

About this segment

### Enterprising Professionals

Ranked

**2nd**

dominant segment for this area

In this area

**14.6%**

of households fall into this segment

In the United States

**1.5%**

of households fall into this segment

## Who Are They?

Enterprising Professionals residents are well educated and climbing the ladder in STEM (science, technology, engineering and mathematics) occupations. They change jobs often and therefore choose to live in condos, townhomes or apartments; many still rent their homes. The market is fast-growing, located in lower-density neighborhoods of large metro areas. Enterprising Professionals residents are diverse, with Asians making up over one-fifth of the population. This young market makes over one and a half times more income than the U.S. median, supplementing their income with high-risk investments. At home, they enjoy the Internet and TV on high-speed connections with premier channels and services.

## Neighborhood

- Almost half of households are married couples, and 29% are single person households.
- Housing is a mixture of suburban single-family homes, row homes, and larger multiunit structures.
- Close to three quarters of the homes were built after 1980; 25% are newer, built after 2000.
- Renters make up nearly half of all households.

## Socioeconomic Traits

- Median household income one and a half times that of the US.
- Over half hold a bachelor's degree or higher.
- Early adopters of new technology in hopes of impressing peers with new gadgets.
- Enjoy talking about and giving advice on technology.
- Use smartphones for news, accessing search engines, and maps.
- Work long hours in front of a computer.
- Strive to stay youthful and healthy, eat organic and natural foods, run and do yoga.
- Buy name brands and trendy clothes online.

## Market Profile

- Buy digital books for tablet reading, along with magazines and newspapers.
- Frequent the dry cleaner.
- Travel to foreign and domestic destinations common.
- Watch movies and TV with video-on-demand and HDTV over a high-speed connection.
- Convenience is key, shop at Amazon.com and pick up medicines at the Target pharmacy.
- Eat out at The Cheesecake Factory, Chipotle Mexican, and Panera Bread; drop by Starbucks for coffee.
- Leisure activities include trips to museums and the beach.
- Have health insurance and a 401(k) through work.

# Columbus, GA 31909

## Consumer Segment Details

About this segment

### Comfortable Empty Nesters

Ranked

**3rd**

dominant segment for this area

In this area

**10.8%**

of households fall into this segment

In the United States

**2.4%**

of households fall into this segment

### Who Are They?

Residents in this large, growing segment are older, with more than half of all householders aged 55 or older; many still live in the suburbs where they grew up. Most are professionals working in government, health care or manufacturing. These Baby Boomers are earning a comfortable living and benefitting from years of prudent investing and saving. Their net worth is well above average. Many are enjoying the transition from child rearing to retirement. They value their health and financial well-being.

### Neighborhood

- Married couples, some with children, but most without.
- Average household size slightly higher at 2.52.
- Found throughout the suburbs and small towns of metropolitan areas, where most residents own and live in single-family detached homes.
- Most homes built between 1950 and 1990.
- Households generally have one or two vehicles.

### Socioeconomic Traits

- Education: 36% college graduates; nearly 68% with some college education.
- Average labor force participation at 61%.
- Most households' income from wages or salaries, but a third also draw income from investments and retirement. Comfortable Empty Nesters residents physically and financially active.
- Prefer eating at home instead of dining out.
- Home maintenance a priority among these homeowners.

### Market Profile

- Residents enjoy listening to sports radio or watching sports on television.
- Physically active, they play golf, ski, ride bicycles, and work out regularly.
- Spending a lot of time online isn't a priority, so most own older home computers.
- Financial portfolio includes stocks, certificates of deposit, mutual funds, and real estate.

# Columbus, GA 31909

## Consumer Segment Details

About this segment

### Manufacturing Traditions

Ranked

**4th**

dominant segment for this area

In this area

**9.0%**

of households fall into this segment

In the United States

**2.1%**

of households fall into this segment

## Who Are They?

The backbone of older industrial cities in states surrounding the Great Lakes, Manufacturing Traditions residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the workforce is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. Manufacturing Traditions represents a large market of stable, hardworking consumers with modest incomes but an average net worth of nearly \$400,000. Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

## Socioeconomic Traits

- Most have graduated from high school or spent some time at a college or university.
- Labor force participation slightly higher than the US at 67%.
- While most income is derived from wages and salaries, nearly 31% of households collect Social Security and nearly 20% draw income from retirement accounts.
- Family-oriented consumers who value time spent at home.
- Most have lived, worked, and played in the same area for years.
- Budget aware shoppers that favor American-made products.
- Read newspapers, especially the Sunday editions.

## Neighborhood

- Almost half (46%) of the households are married-couple families, similar to the US (48%), most without children (also similar to the US); the slightly higher proportion of singles reflects the aging of the population.
- Average household size is slightly lower at 2.47.
- They are movers, slightly more mobile than the US population, but over 70 percent of house holders moved into their current homes before 2010.
- Most residents live in modest, single-family homes in older neighborhoods built in the 1950s.
- Nearly three quarters own their homes; nearly half of households have mortgages.
- A large and growing market, Manufacturing Traditions residents are located in the dense urban fringe of metropolitan areas throughout the Midwest and South.
- Most households have 1 to 2 vehicles available.

## Market Profile

- Residents take advantage of convenience stores for fueling up and picking up incidentals.
- Watching television is a common pastime; many households have more than four TVs.
- Favorite programming ranges from Freeform, A&E, and TNT to children's shows on Nickelodeon and the Disney Channel.
- Residents are connected; entertainment activities like online gaming dominate their Internet usage.
- Favorite family restaurants include Applebee's, Arby's, and Texas Roadhouse.
- Radio dials are typically tuned to classic rock stations.

# Columbus, GA 31909

## Consumer Segment Details

About this segment

### Parks and Rec

Ranked

**5th**

dominant segment  
for this area

In this area

**8.6%**

of households fall  
into this segment

In the United States

**2.0%**

of households fall  
into this segment

## Who Are They?

These suburbanites have achieved the dream of home ownership. They have purchased homes that are within their means. Their homes are older, and town homes and duplexes are not uncommon. Many of these families are two-income married couples approaching retirement age; they are comfortable in their jobs and their homes, budget wisely, but do not plan on retiring anytime soon or moving. Neighborhoods are well established, as are the amenities and programs that supported their now independent children through school and college. The appeal of these kid-friendly neighborhoods is now attracting a new generation of young couples.

## Neighborhood

- Homes are primarily owner occupied, single-family residences built prior to 1970; town homes and duplexes are scattered through the neighborhoods.
- Both median home value and average rent are close to the national level.
- Households by type mirror the US distribution; married couples, more without children, dominate. Average household size is slightly lower at 2.51, but this market is also a bit older.

## Socioeconomic Traits

- More than half of the population is college educated.
- Older residents draw Social Security and retirement income.
- The work force is diverse: professionals in health care, retail trade, and education, or skilled workers in manufacturing and construction.
- This is a financially shrewd market; consumers are careful to research their big-ticket purchases.
- When planning trips, they search for discounted airline fares and hotels and choose to vacation within the US.
- These residents tend to use their cell phones for calls and texting only.

## Market Profile

- Cost and practicality come first when purchasing a vehicle; Parks and Rec residents are more likely to buy SUVs or trucks over compact or subcompact vehicles.
- Budget-conscious consumers stock up on staples at warehouse clubs.
- Pass time at home watching documentaries on Animal Planet, Discovery, or History channels. For an outing, they choose to dine out at family-style restaurants and attend movies.
- Convenience is important in the kitchen; they regularly use frozen or packaged main course meals. Ground coffee is preferred over coffee beans.
- Residents here take advantage of local parks and recreational activities. Their exercise routine is a balance of home-based exercise; a session at their local community gym; or a quick jog, swim, or run.

# Columbus, GA 31909

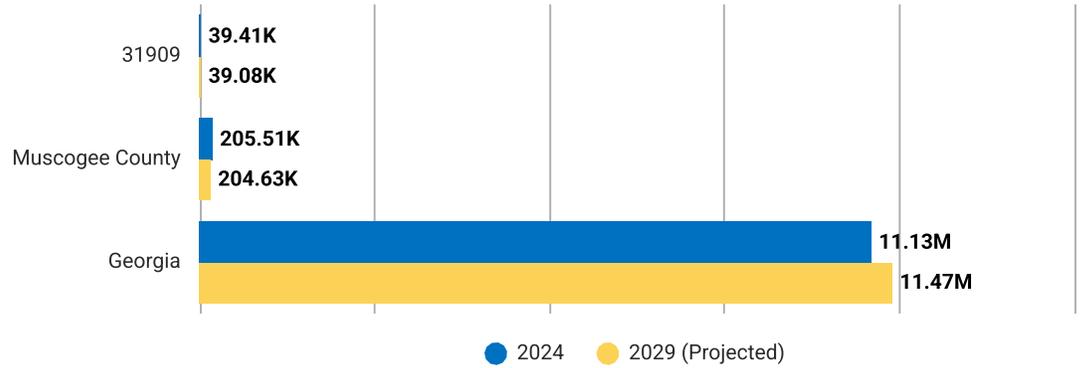
## Population

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

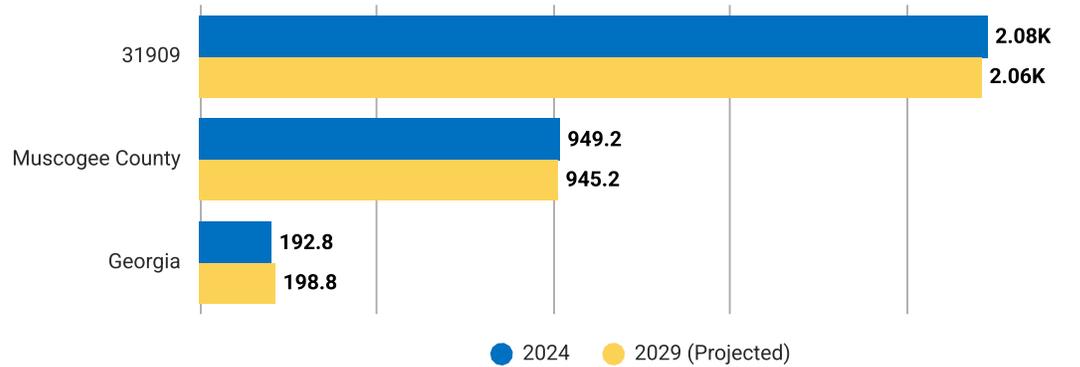
### Total Population

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



### Population Density

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



### Total Daytime Population

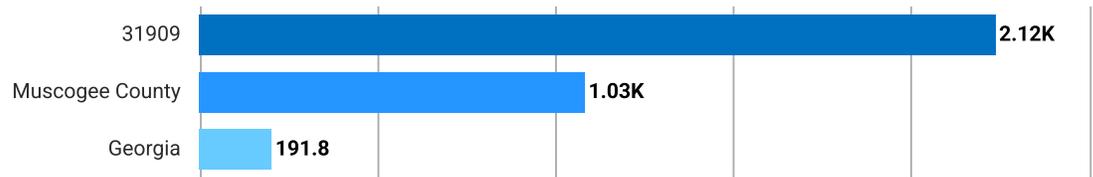
This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



# Columbus, GA 31909

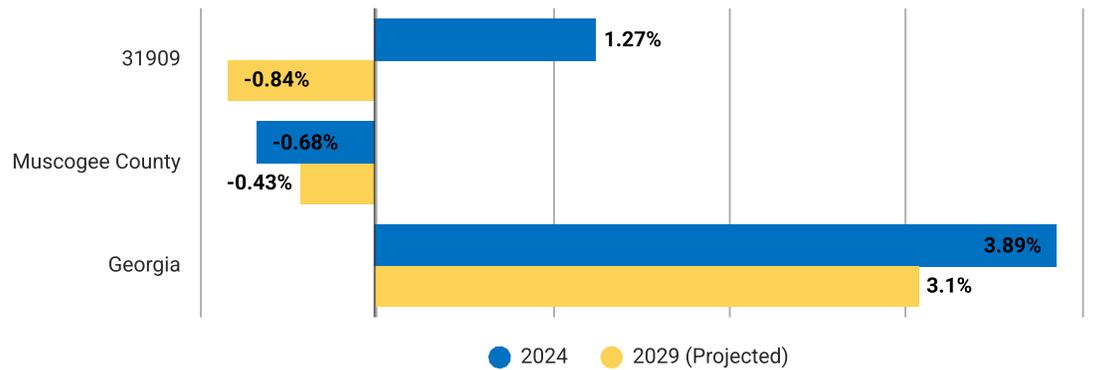
## Daytime Population Density

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



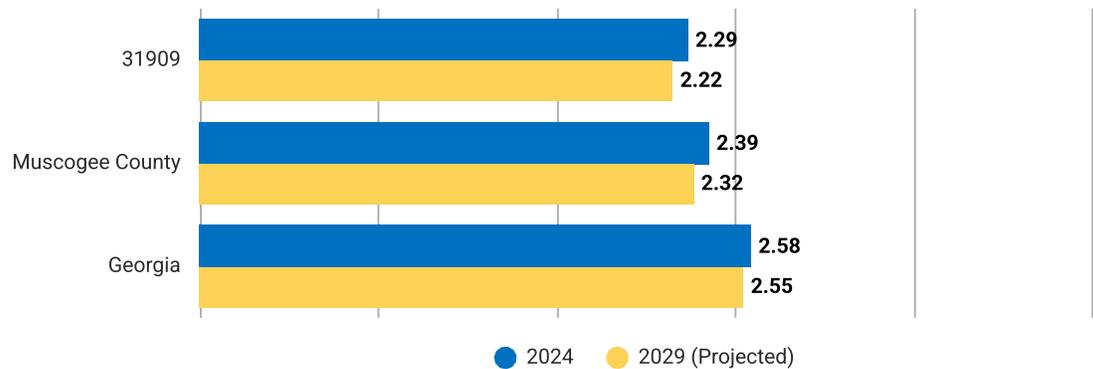
## Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2024, compared with other geographies.



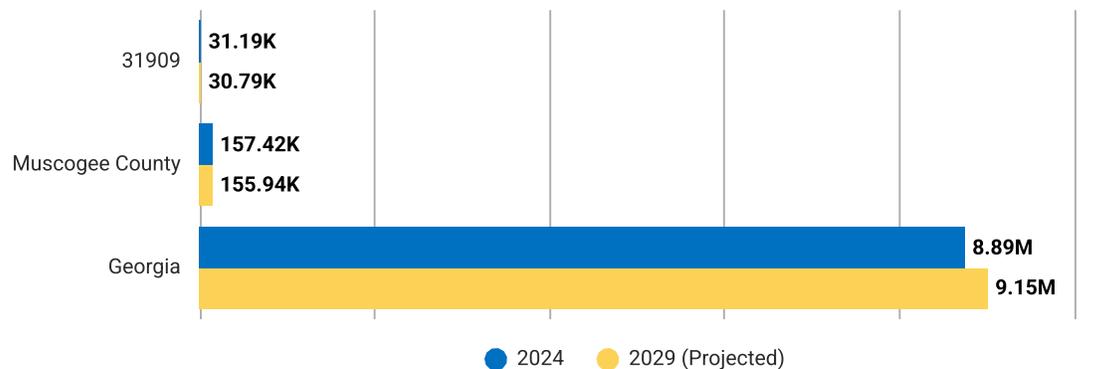
## Average Household Size

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



## Population Living in Family Households

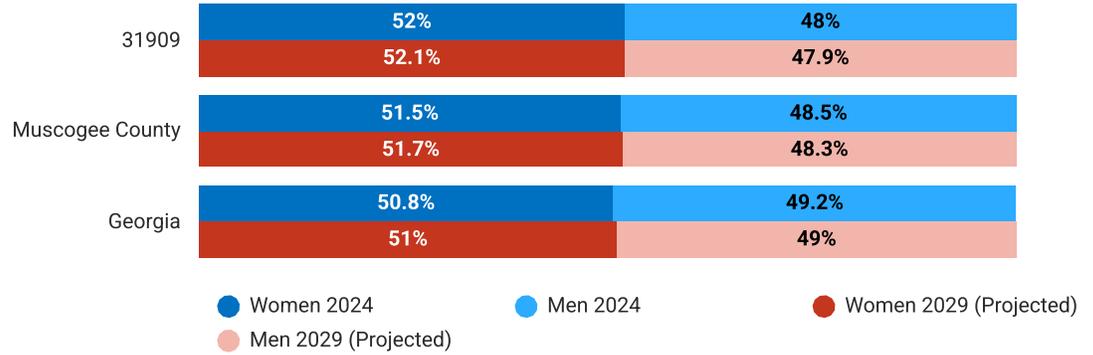
This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.



# Columbus, GA 31909

## Female / Male Ratio

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



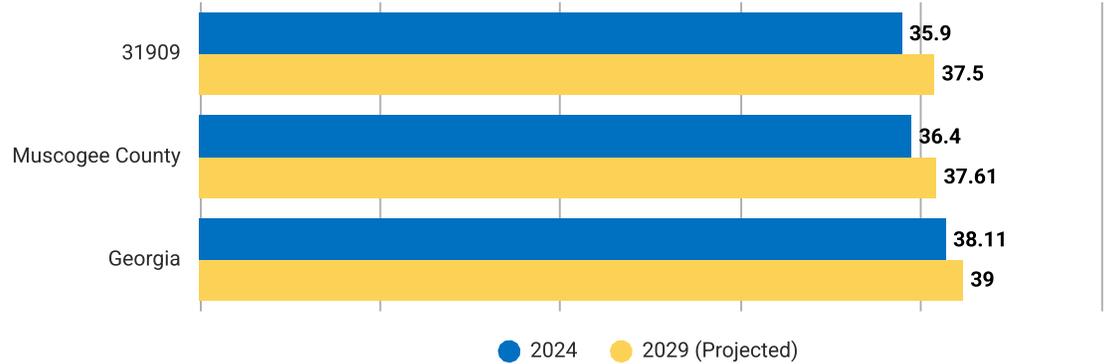
## Age

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

## Median Age

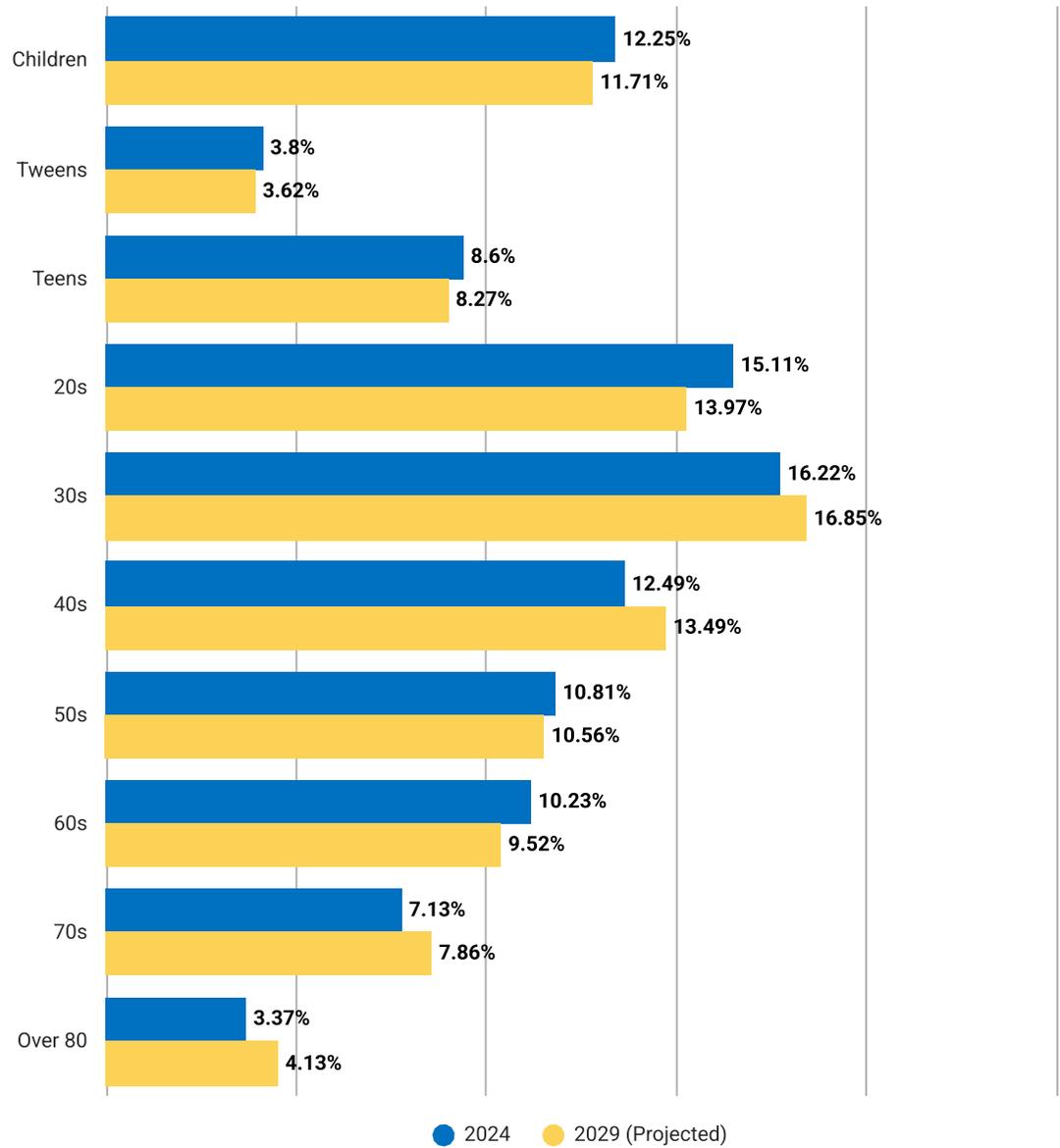
This chart shows the median age in an area, compared with other geographies.



# Columbus, GA 31909

## Population by Age

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



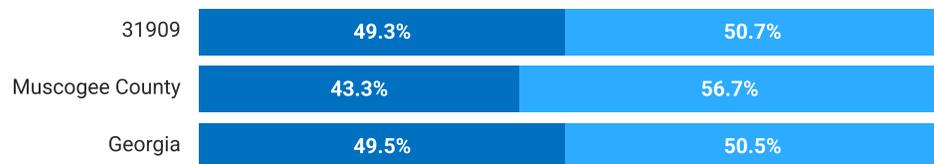
## Married

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

### Married / Unmarried Adults Ratio

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



# Columbus, GA 31909

## Never Married

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



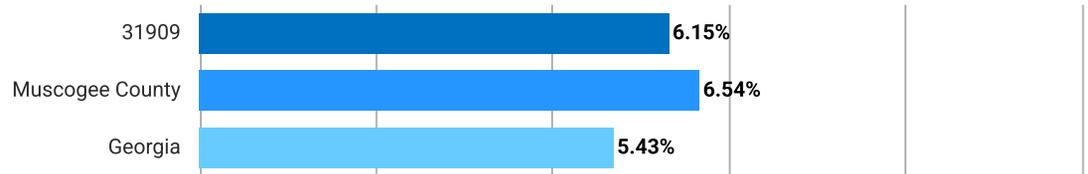
## Married

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



## Widowed

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



## Divorced

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



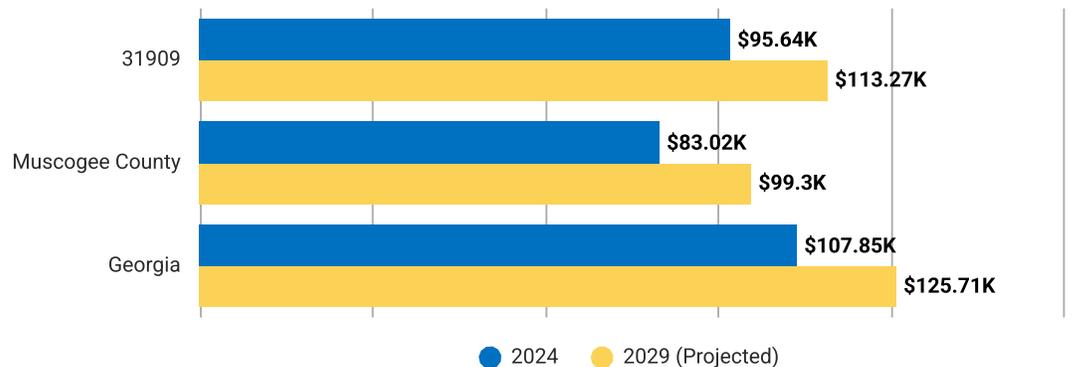
## Income

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

### Average Household Income

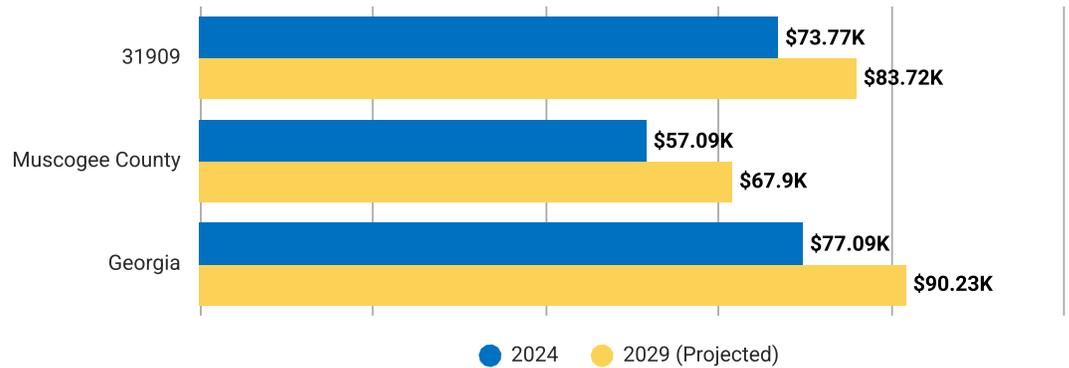
This chart shows the average household income in an area, compared with other geographies.



# Columbus, GA 31909

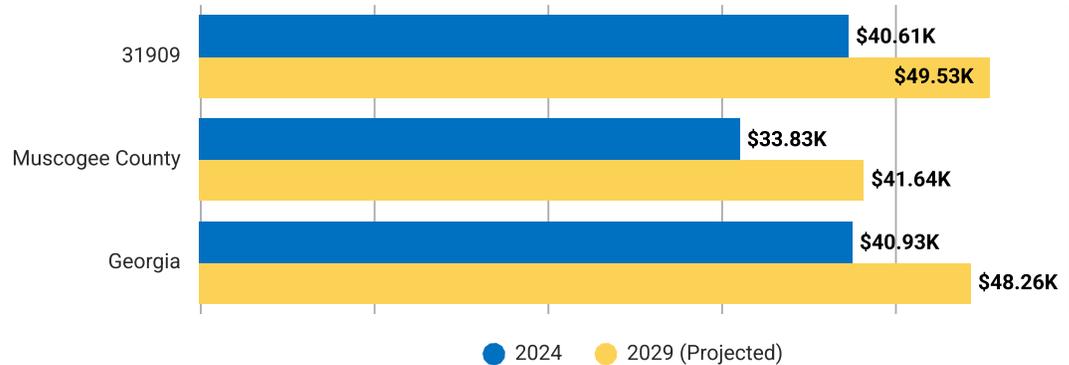
## Median Household Income

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



## Per Capita Income

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



## Average Disposable Income

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



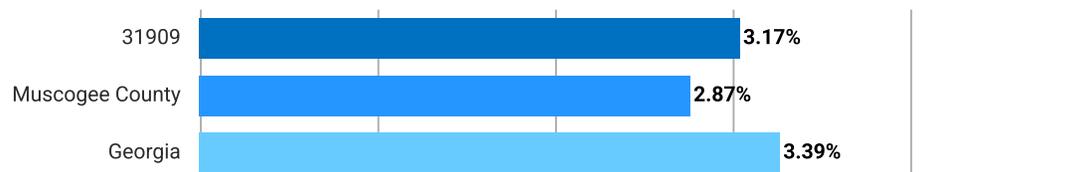
# Education

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

## Less than 9th Grade

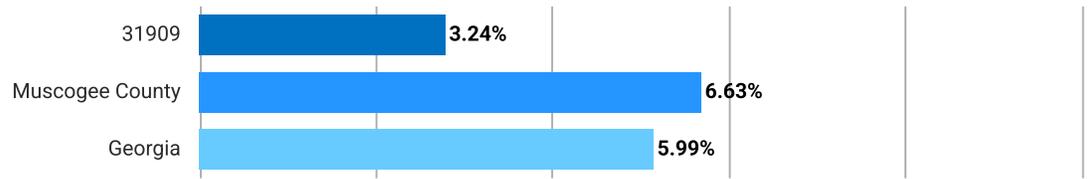
This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.



# Columbus, GA 31909

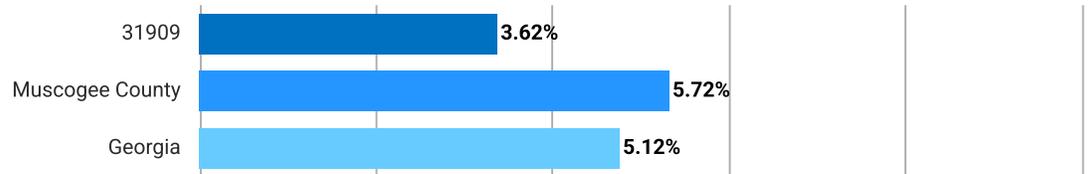
## Some High School

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



## High School GED

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



## High School Graduate

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



## Some College

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



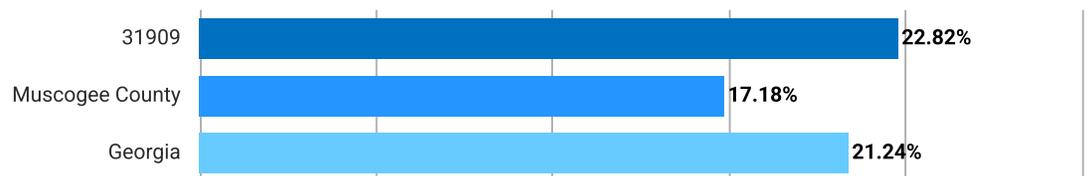
## Associate Degree

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



## Bachelor's Degree

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



# Columbus, GA 31909

## Grad/Professional Degree

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



## Economy

### Unemployment Number

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

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually



### Employment Number

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

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually

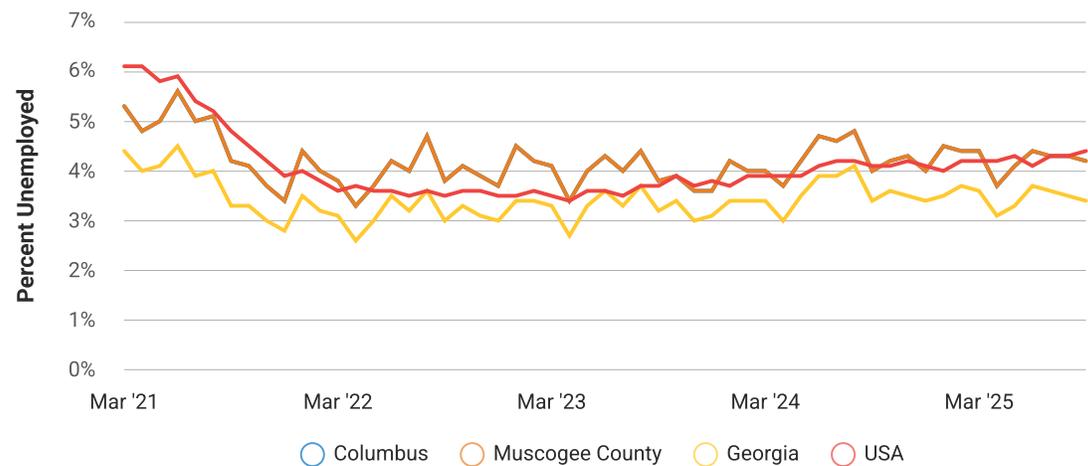


### Unemployment Rate

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

Source: Bureau of Labor Statistics

Update Frequency: Monthly



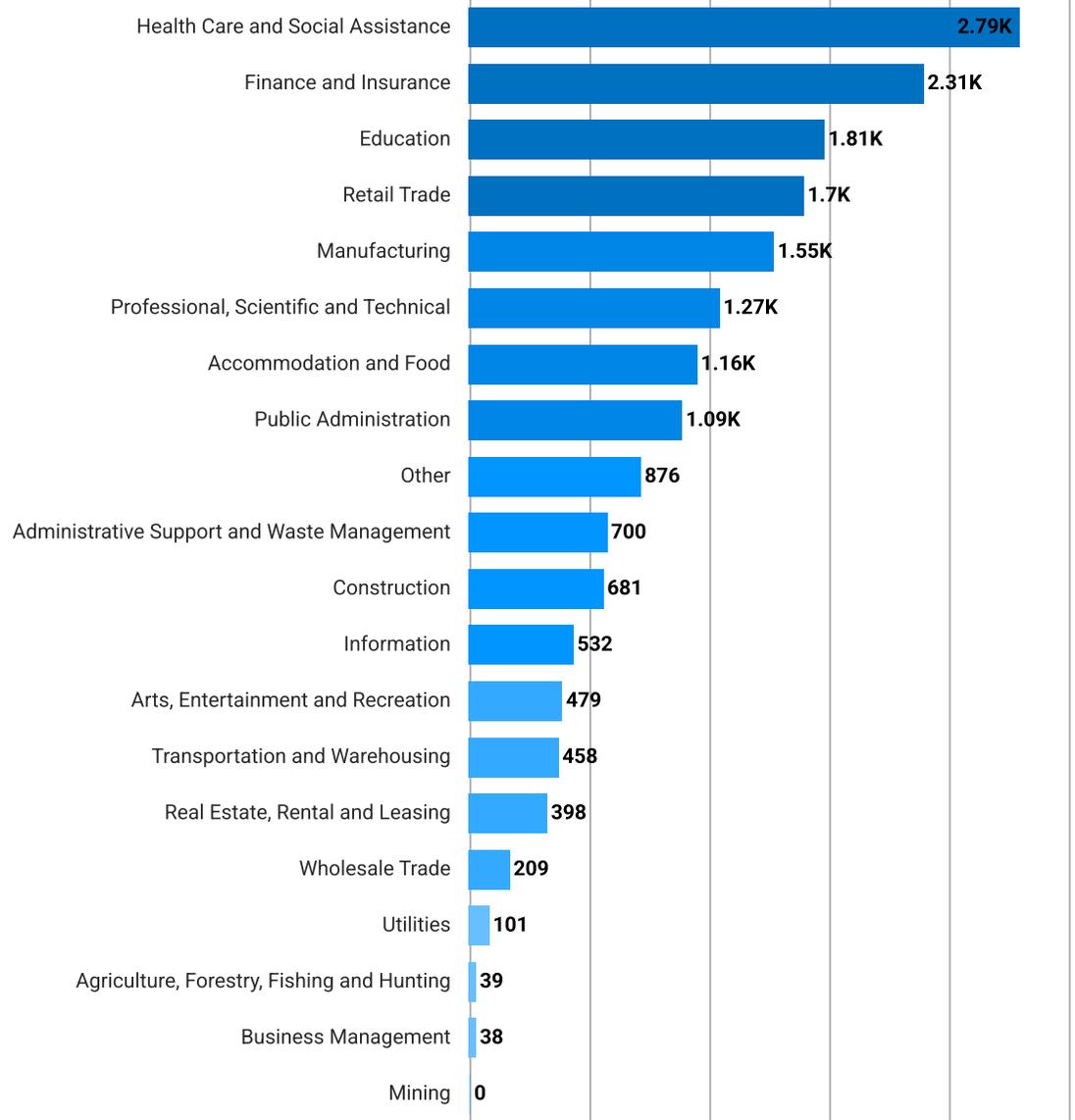
# Columbus, GA 31909

## Employment Count by Industry

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

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually



# Columbus, GA 31909

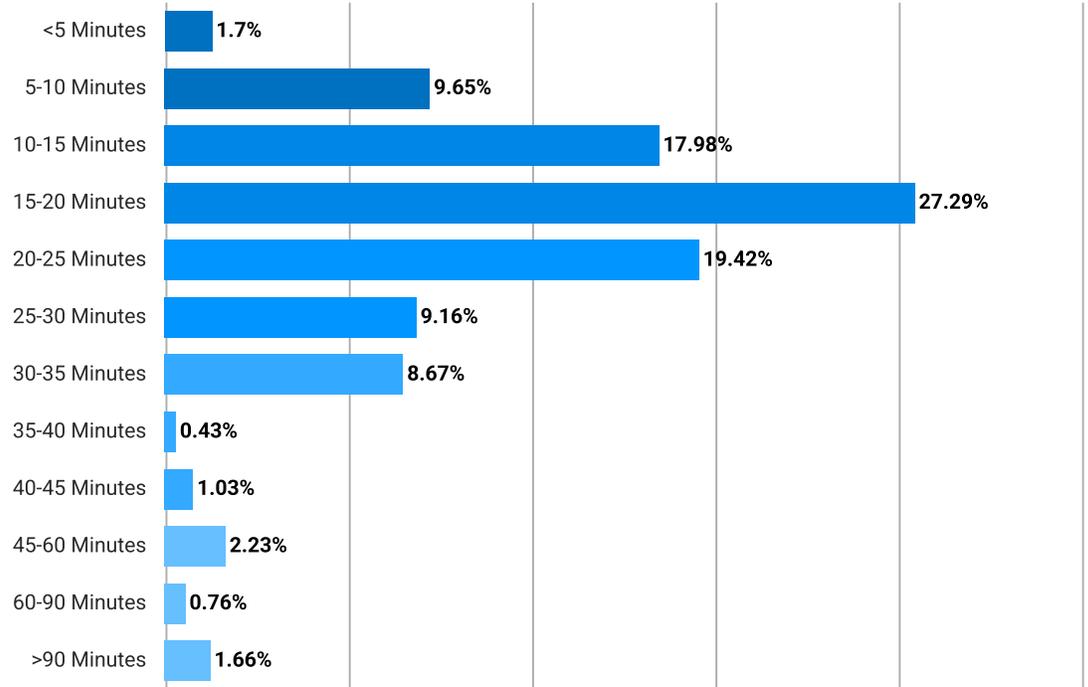
## Commute to Work

### Average Commute Time

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

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

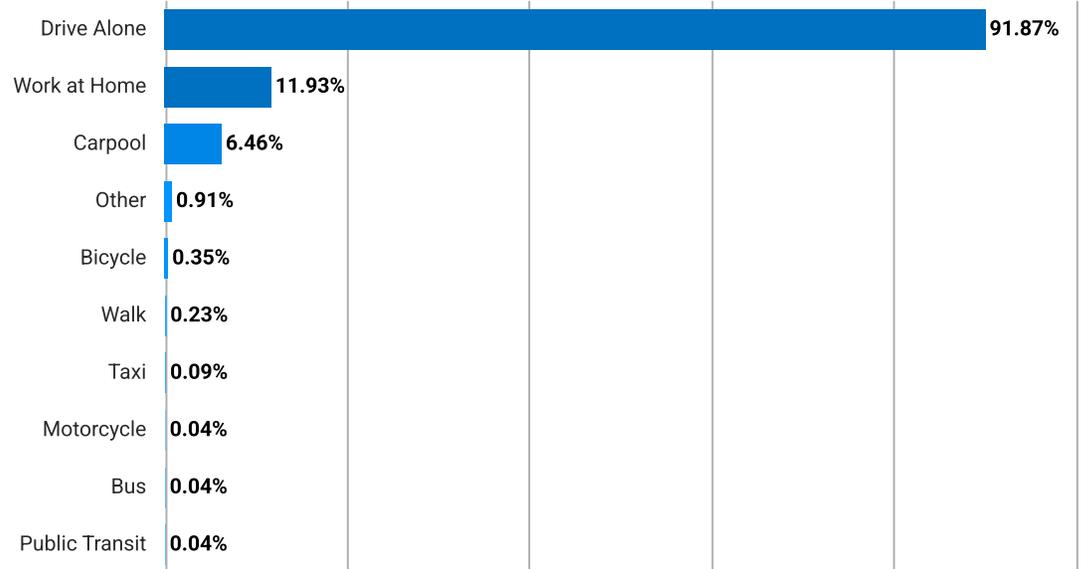


### How People Get to Work

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

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually



# Columbus, GA 31909

## Home Values

### Median Estimated Home Value

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

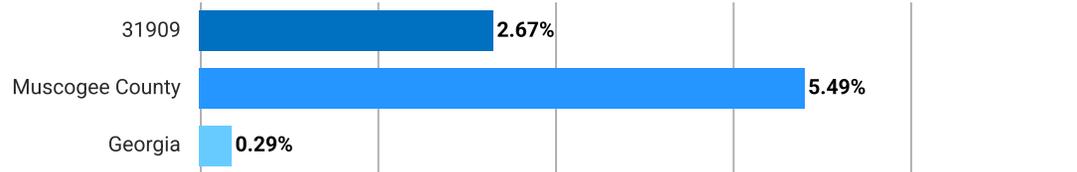


Source: Valuation calculations based on public records and MLS sources where licensed

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.



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

Update Frequency: Monthly

### Median Listing Price

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

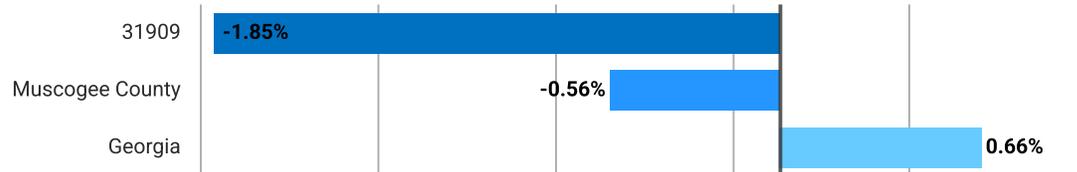


Source: Listing data

Update Frequency: Monthly

### 12 mo. Change in Median Listing Price

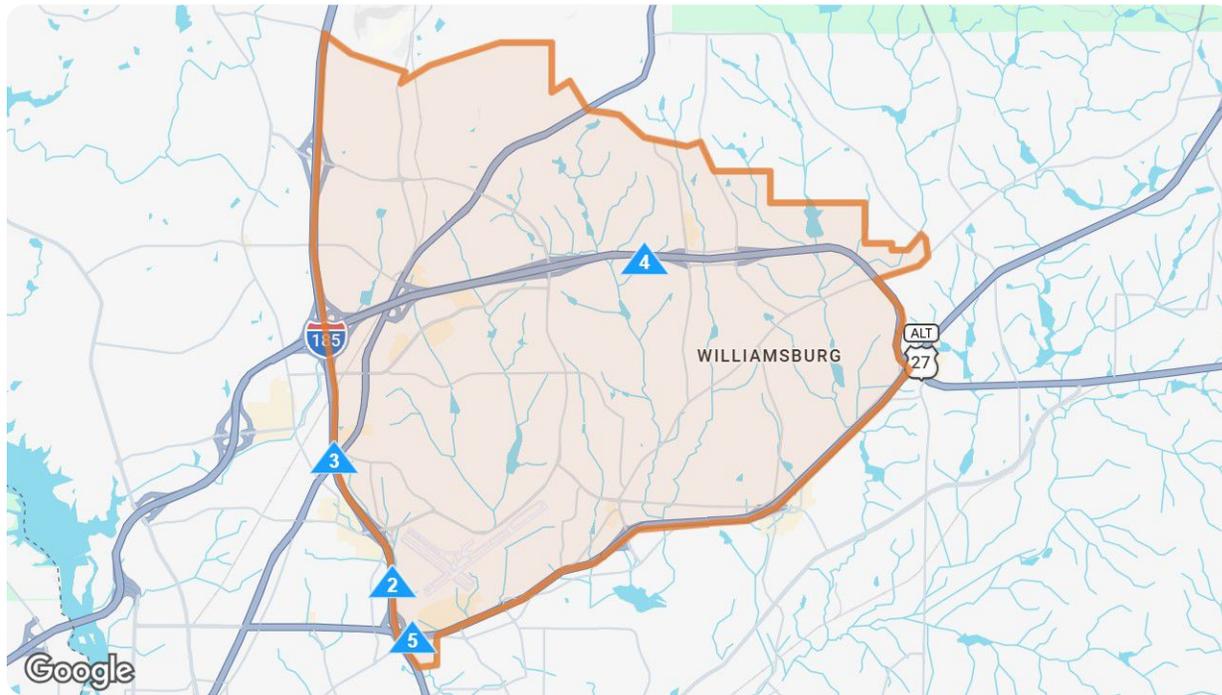
This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.



Source: Listing data

Update Frequency: Monthly

# Traffic Counts



### Daily Traffic Counts

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

## Traffic Counts by Highest Traffic Count

▲ **71,702**

**Chet Atkins Parkway**

2025 Est. daily traffic counts

Cross: 52nd St  
Cross Dir: NW  
Distance: 0.17 miles

Historical counts

Year	▲	Count	Type
2023	▲	68,800	AADT
2019	▲	74,100	AADT

▲ **71,702**

**Chet Atkins Parkway**

2025 Est. daily traffic counts

Cross: 52nd St  
Cross Dir: NW  
Distance: 0.17 miles

Historical counts

Year	▲	Count	Type
2022	▲	69,400	AADT
2018	▲	69,300	AADT

▲ **56,321**

**Chet Atkins Parkway**

2025 Est. daily traffic counts

Cross: Whittlesey Rd  
Cross Dir: N  
Distance: 0.23 miles

Historical counts

Year	▲	Count	Type
2023	▲	54,600	AADT
2022	▲	54,000	AADT
2019	▲	57,700	AADT
2018	▲	56,100	AADT

▲ **56,185**

**Fall Line Freeway**

2025 Est. daily traffic counts

Cross: Schomburg Rd  
Cross Dir: E  
Distance: 0.57 miles

Historical counts

Year	▲	Count	Type
2023	▲	59,800	AADT
2022	▲	59,600	AADT
2019	▲	57,900	AADT
2018	▲	52,100	AADT

▲ **51,490**

**Columbus-Manchester Expressway**

2025 Est. daily traffic counts

Cross: E Lindsay Dr  
Cross Dir: SW  
Distance: 0.1 miles

Historical counts

Year	▲	Count	Type
2019	▲	50,700	AADT

AADT - Annual Average Daily Traffic

ADT - Average Daily Traffic

AWDT - Average Weekly Daily Traffic

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

## About RPR

- RPR® is the nation's largest property database, exclusively for REALTORS®. It empowers REALTORS® to help buyers and sellers make informed decisions, backed by a real estate database covering more than 160 million residential and commercial properties in the United States.
- RPR is a wholly owned subsidiary of the National Association of REALTORS® and a member benefit to REALTORS®.
- RPR's data sources range from MLSs and county-level tax and assessment offices, to the U.S. Census and FEMA, to specialty data set providers such as Esri (consumer data), Niche (school information) and Precisely (geographic boundaries).

## Learn More

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# ERNIE ANAYA, MBA

## BROKER PROFILE



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

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

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

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

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

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

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

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