

NextSite

Augusta, GA - Downtown

708 Broad St, Augusta, 30901, GA

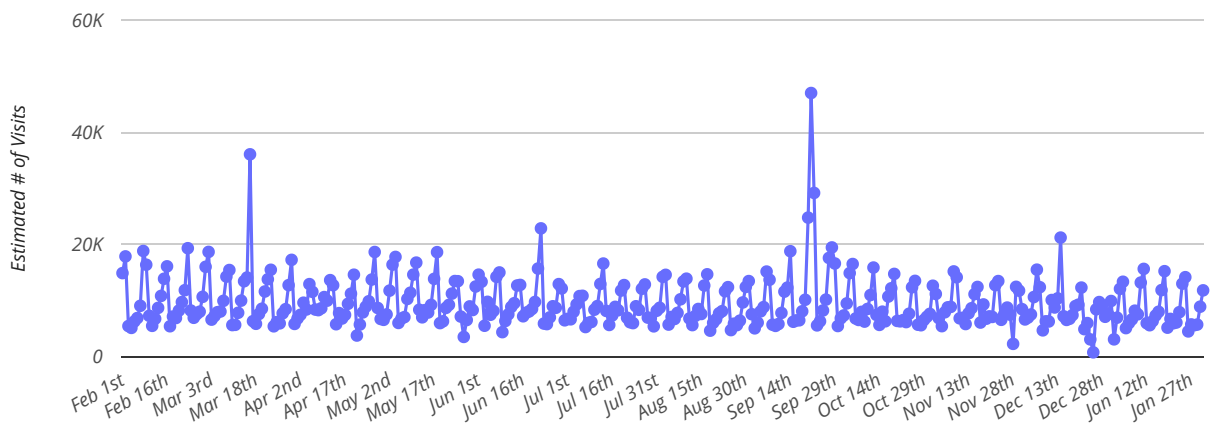


Feb 01, 2019 - Jan 31, 2020

Metrics

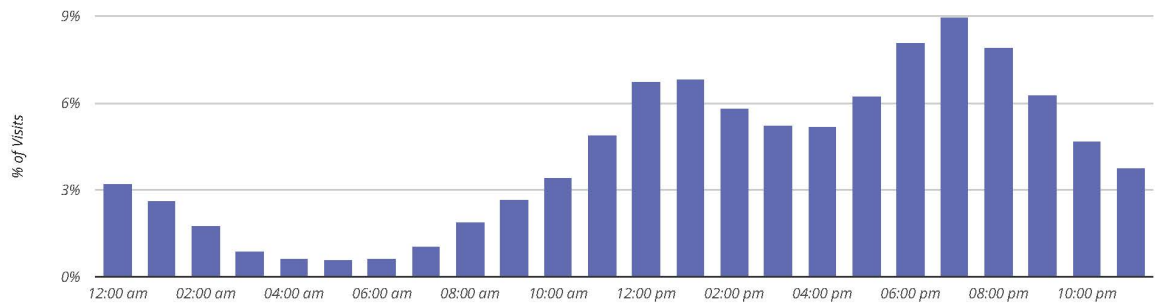
	Est. # of Customers	Est. # of Visits	Panel Visits
Augusta, GA - Downtown / Broad St	784.5K	3.5M	86.4K

Visits Trend



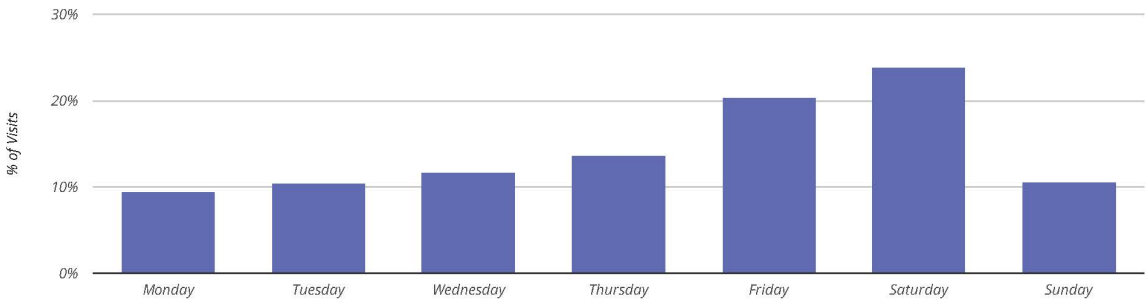
Hourly Visits

● Augusta, GA - Downtown / Broad St



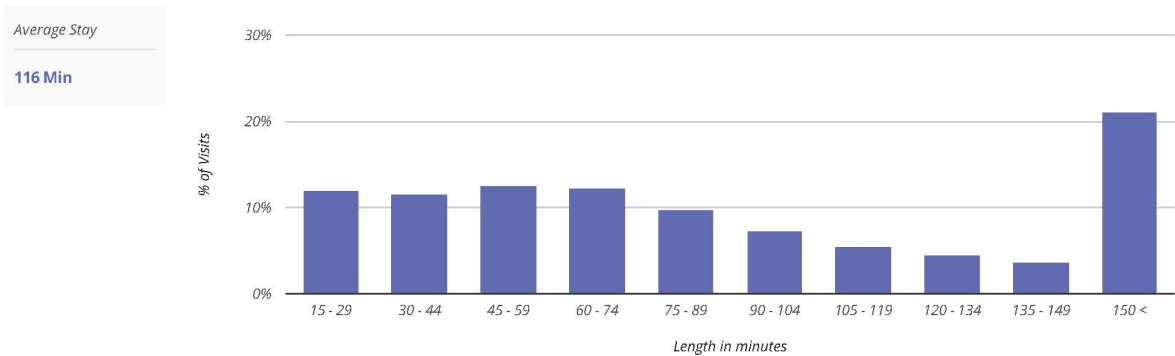
Daily Visits

● Augusta, GA - Downtown / Broad St



Length-Of-Stay

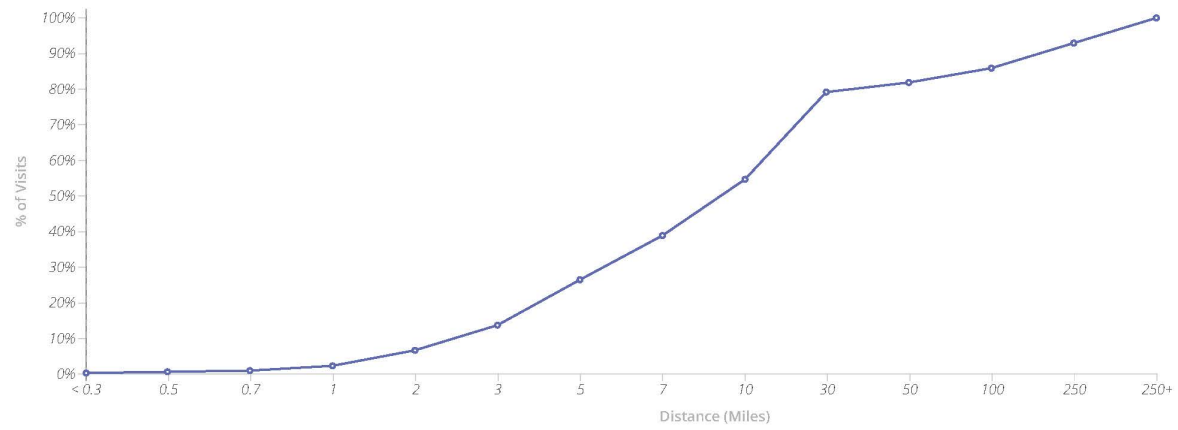
● Augusta, GA - Downtown / Broad St



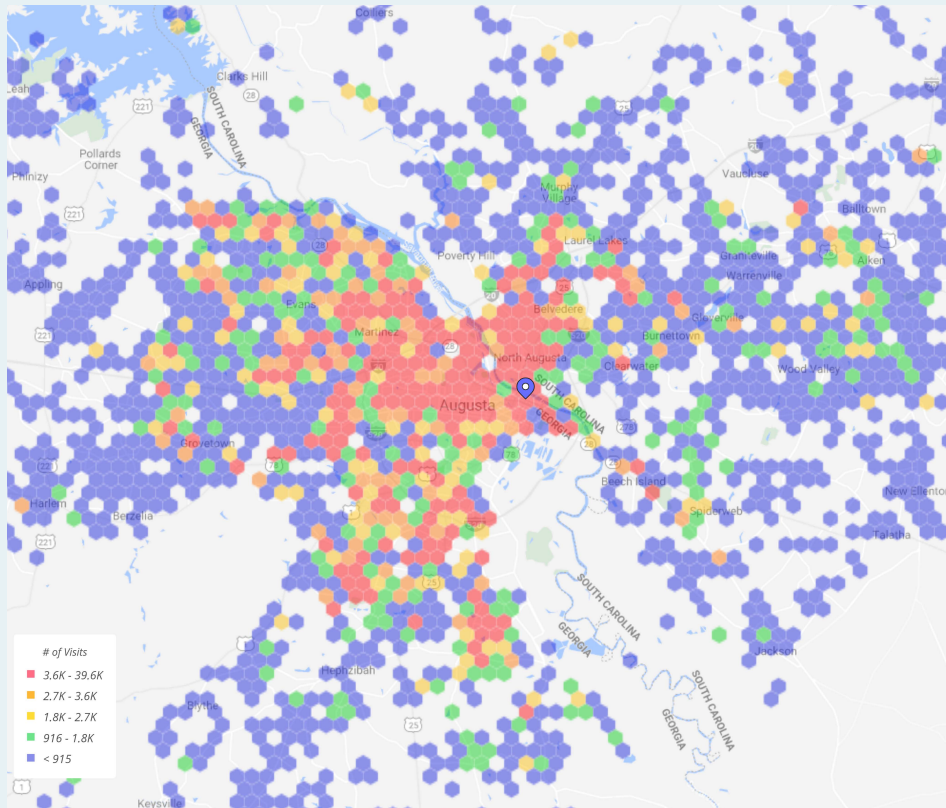
Trade Area Coverage by Distance

Trade Area Coverage By Distance

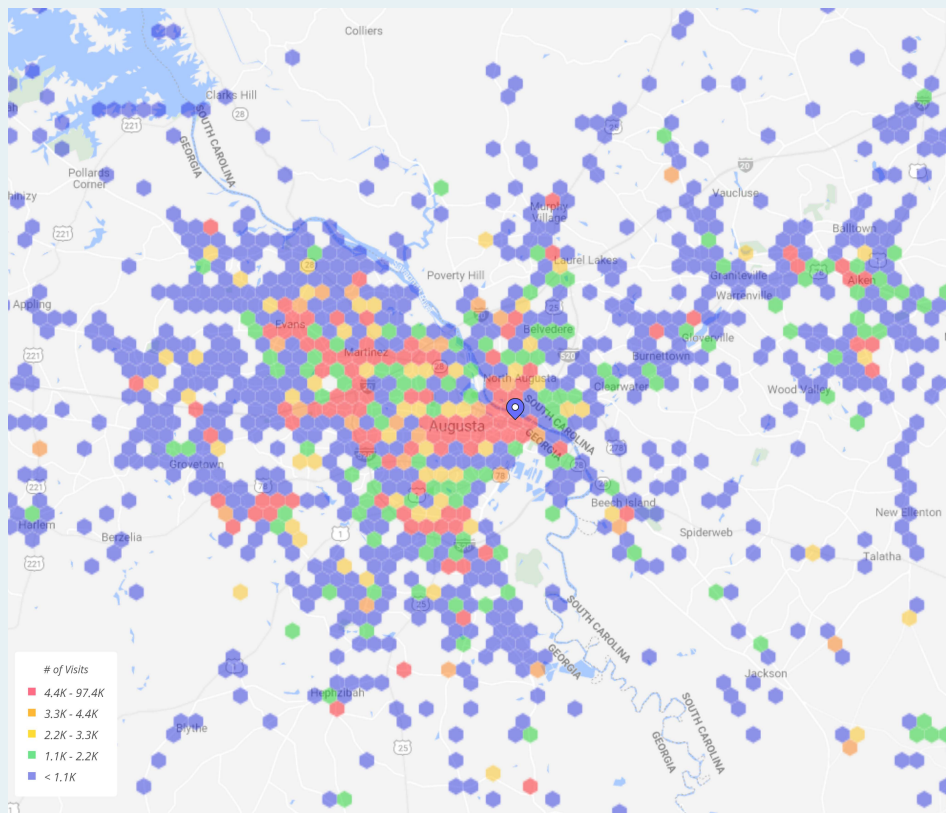
● Augusta, GA - Downtown / Broad St



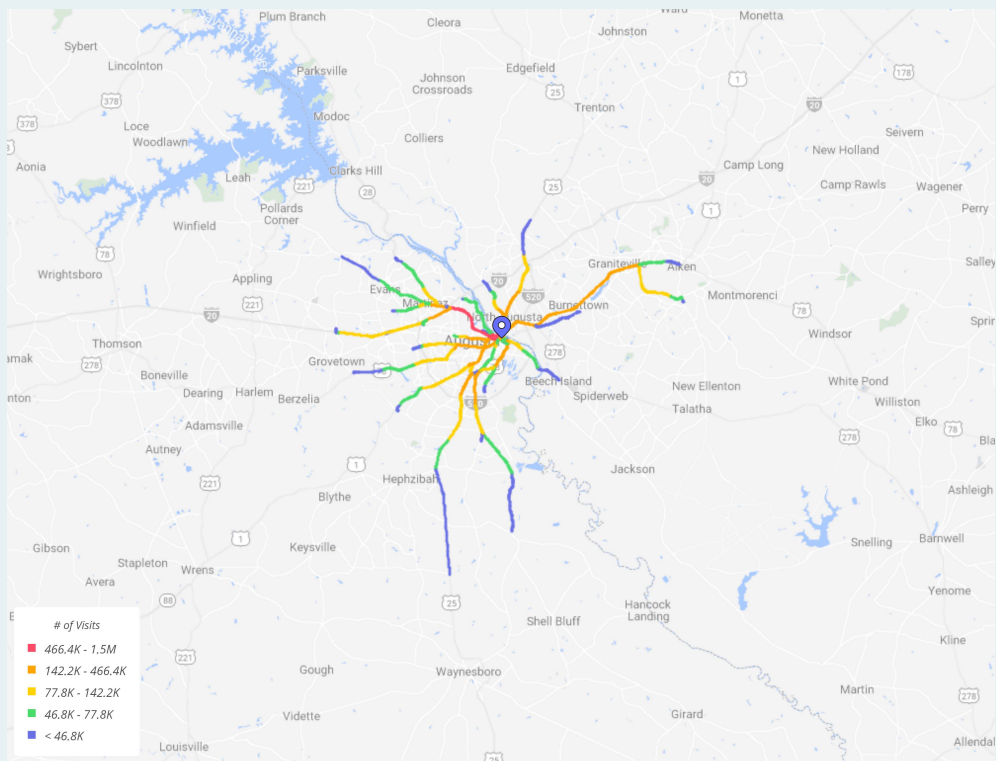
Downtown: Home Location Mobile Mapping



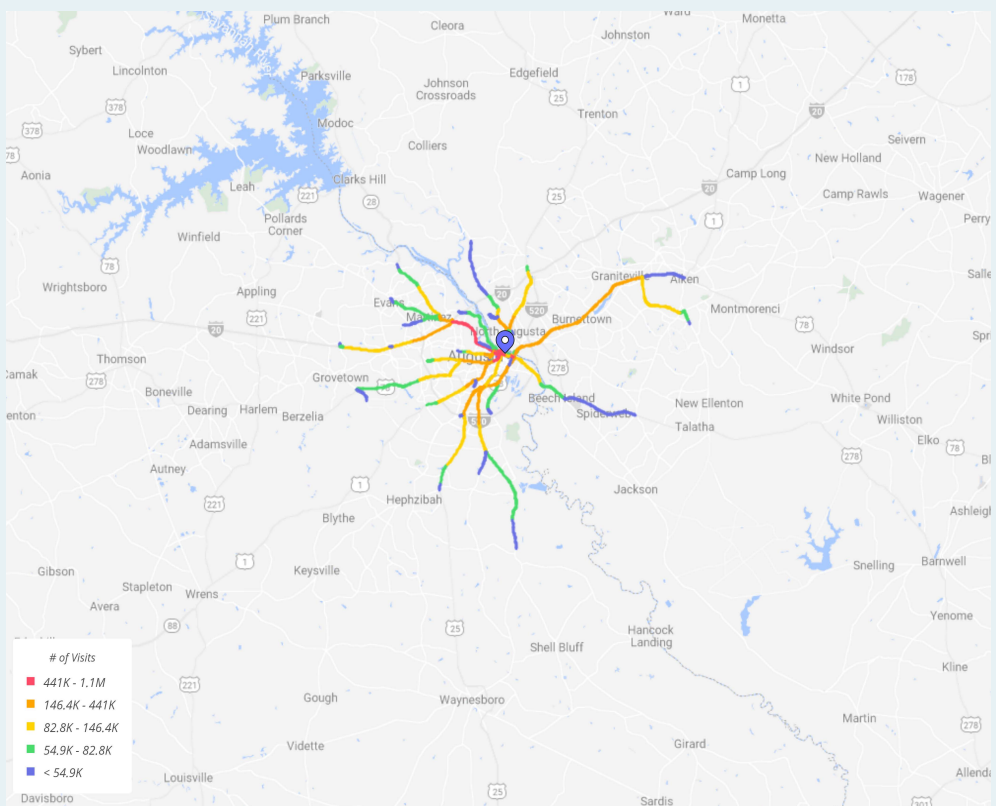
Downtown: Work Location Mobile Mapping



Downtown: Customer Travel Patterns - Prior Location



Downtown: Customer Travel Patterns - Post Location



Downtown: Customer Journey

Prior			Post		
	Venue Name	Foot-Traffic		Venue Name	Foot-Traffic
1	Augusta Marriott at the Convention Center / 10th St	1.33%	1	Augusta Marriott at the Convention Center / 10th St	1.24%
2	University Hospital / D'Antignac St	1.04%	2	Augusta Exchange Shopping C... / Robert C Daniel Jr ...	1.22%
3	Augusta Mall / Wrightsboro Road	1.01%	3	Shoppes at North Augusta / Knox Ave	0.88%
4	Augusta Exchange Shopping C... / Robert C Daniel Jr ...	0.8%	4	Boll Weevil Cafe / Ninth Street	0.88%
5	James Brown Arena / 7th St	0.63%	5	University Hospital / D'Antignac St	0.76%
6	The Partridge Inn / Walton Way	0.6%	6	James Brown Arena / 7th St	0.72%
7	Holiday Inn Express Augusta Downto... / Broad Stre...	0.47%	7	Holiday Inn Express Augusta Downto... / Broad Stre...	0.67%
8	Augusta University - Summerville Cam... / Walton W...	0.44%	8	Augusta Riverwalk / 8th Street	0.51%
9	Augusta Riverwalk / 8th Street	0.44%	9	Washington Crossing / Washington Rd	0.5%
10	Augusta University Medical Center / 15th Street	0.41%	10	North Augusta Plaza / E Martintown Rd	0.5%
11	Crowne Plaza North Augusta / Center Street	0.39%	11	The Partridge Inn / Walton Way	0.49%
12	Children's Hospital of Georgia / Harper St	0.33%	12	Augusta Mall / Wrightsboro Road	0.47%
13	Riverfront Pub / Broad St	0.32%	13	Costco Wholesale / Cabela Dr	0.47%
14	Boeckh Park / South Carolina	0.32%	14	Washington Square / Washington Road	0.45%
15	Washington Square / Washington Road	0.31%	15	Washington Walk Shopping Center / Washington Rd	0.43%
16	Lutheran Church of the Resurrection / Greene Street	0.3%	16	Crowne Plaza North Augusta / Center Street	0.35%
17	Shoppes at North Augusta / Knox Ave	0.29%	17	Marriott Hotels Resorts Suites / James Brown Blvd	0.34%
18	Mi Rancho's Downtown, GA / 8th St	0.29%	18	Walmart Supercenter / Wrightsboro Rd	0.33%
19	Luigi's / Broad St	0.28%	19	Mi Rancho's Downtown, GA / 8th St	0.33%
20	North Augusta Plaza / E Martintown Rd	0.27%	20	Mullins Crossing / 4201-4241 Washington Rd	0.29%
21	Marriott Hotels Resorts Suites / James Brown Blvd	0.25%	21	Augusta Regional Airport / Aviation Way	0.29%
22	Beamie's At The River / Reynolds St	0.24%	22	National Hills Shopping Center / Washington Rd	0.28%
23	Augusta Riverwalk, Augusta GA / 9th St	0.23%	23	Augusta University Medical Center / 15th Street	0.26%
24	First Presbyterian Church of Augusta / Telfair St	0.23%	24	Waffle House / Georgia Ave	0.23%
25	North Augusta High School / Knobcone Ave	0.23%	25	GTC Riverwatch Cinemas / Cabela Dr	0.22%
26	Saint Paul Episcopal Church / Reynolds St	0.23%	26	The Pink Dipper / Georgia Ave	0.22%
27	theClubhou.se / Grace Hopper Lane	0.23%	27	Charlie Norwood VA Medical Center -Down... / 15t...	0.21%
28	Costco Wholesale / Cabela Dr	0.22%	28	theClubhou.se / Grace Hopper Lane	0.21%
29	Augusta Regional Airport / Aviation Way	0.2%	29	Riverview Park / Riverview Park Dr	0.19%
30	Boll Weevil Cafe / Ninth Street	0.19%	30	Daniel Village / Wrightsboro Rd	0.19%

Downtown: Customer Journey

Prior			Post		
	Venue Name	Foot-Traffic		Venue Name	Foot-Traffic
31	Washington Crossing / Washington Rd	0.18%	31	First Presbyterian Church of Augusta / Telfair St	0.18%
32	Riverview Park / Riverview Park Dr	0.18%	32	Augusta Square / Wrightsboro Rd	0.18%
33	Richmond County Probate ... / James Brown Blvd Ste ...	0.18%	33	Saint Paul Episcopal Church / Reynolds St	0.18%
34	Charlie Norwood VA Medical Center -Down... / 15t...	0.17%	34	Southpointe Plaza / Deans Bridge Rd	0.18%
35	SRP Park fan site / Railroad Avenue	0.17%	35	Children's Hospital of Georgia / Harper St	0.17%
36	Bell Auditorium / Telfair Street	0.16%	36	Walmart Supercenter / Bobby Jones Expy	0.17%
37	Southgate Plaza / Gordon Hwy	0.16%	37	Southgate Plaza / Gordon Hwy	0.16%
38	Craig-Houghton Elementary School / 4th St	0.16%	38	Martintown Plaza / East Martintown Rd	0.16%
39	GTC Riverwatch Cinemas / Cabela Dr	0.16%	39	Cook Out / Washington Rd	0.16%
40	Martintown Plaza / East Martintown Rd	0.16%	40	Budget Inn / Broad St	0.16%
41	Augusta-Richmond County Public Librar... / Green...	0.15%	41	West Town Marketplace / Washington Rd	0.16%
42	Wild Wing Cafe / Washington Road	0.15%	42	Riverfront Pub / Broad St	0.16%
43	Kroger / Knox Ave	0.15%	43	General Wholesale / 5th St	0.15%
44	Southpointe Plaza / Deans Bridge Rd	0.15%	44	Augusta West Plaza / 1323-1347 Augusta West Pkwy	0.14%
45	Augusta Museum of History / Reynolds St	0.15%	45	Kroger / Knox Ave	0.14%
46	Sacred Heart Cultural Center / Greene St	0.14%	46	SRP Park fan site / Railroad Avenue	0.13%
47	National Hills Shopping Center / Washington Rd	0.14%	47	Evans Towne Center / Washington Rd	0.13%
48	Augusta Commons / Reynolds Street	0.14%	48	Augusta Country Club Hill Course / Milledge Rd	0.13%
49	Mullins Crossing / 4201-4241 Washington Rd	0.14%	49	Riverfront YMCA / 7th St, Suite B	0.13%
50	A R Johnson Junior High School / Augusta	0.14%	50	Boeckh Park / South Carolina	0.13%
51	Walmart Supercenter / Wrightsboro Rd	0.13%	51	Bell Auditorium / Telfair Street	0.13%
52	Richmond Plaza / Wrightsboro Rd	0.13%	52	Sumpter National Forest / Westminster	0.13%
53	Sheraton Augusta / Stevens Creek Rd	0.13%	53	Waffle House / Claussen Road	0.12%
54	Cabela's / Cabela Dr	0.13%	54	Popeyes Louisiana Kitchen / Walton Way	0.12%
55	Mr. Tattoo / Broad Street	0.12%	55	Walmart Neighborhood Market / Windsor Spring Rd	0.12%
56	Denny's / WASHINGTON RD	0.12%	56	Trinity Hospital / Wrightboro Rd	0.12%
57	Budget Inn / Broad St	0.12%	57	the sports center / Broad St	0.12%
58	Boathouse Community Center / Augusta	0.11%	58	Augusta-Richmond County Municipal B... / Green...	0.12%
59	Cheddar's Scratch Kitchen / Walton Way Extension	0.11%	59	Sam's Club / Bobby Jones Expy	0.12%
60	J Harold Harrison MD Education Co... / Laney Walker...	0.11%	60	Walmart Supercenter / Edgefield Rd	0.12%

Favorite Places by Category

All Apparel Dining Electronics Fitness Superstores ▾

Min. Visit 1

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Augusta, GA - Downtown

	Place	Customers
1	Augusta Exchange Shopping Center / Robert C Daniel Jr Pkwy	450.7K (57.5%)
2	Augusta Mall / Wrightsboro Road	434.7K (55.4%)
3	Mullins Crossing / 4201-4241 Washington Rd	292.5K (37.3%)
4	Washington Square / Washington Road	249.7K (31.8%)
5	Washington Crossing / Washington Rd	243.1K (31%)

All **Apparel** Dining Electronics Fitness Superstores ▾

Min. Visit 1

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Augusta, GA - Downtown

	Place	Customers
1	DICK'S Sporting Goods / Wrightsboro Road	172.3K (22%)
2	Academy Sports + Outdoors / Washington Road	168.8K (21.5%)
3	Kohl's / Washington Rd	130.9K (16.7%)
4	JCPenney / Wrightsboro Rd	116.3K (14.8%)
5	Dillard's / Wrightsboro Rd	116K (14.8%)

All Apparel **Dining** Electronics Fitness Superstores ▾

Min. Visit 1

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Augusta, GA - Downtown

	Place	Customers
1	Olive Garden / Washington Rd	128K (16.3%)
2	Chick-fil-A / Robert C Daniel Jr Pkwy	127.3K (16.2%)
3	Augusta Mall Foodcourt / Wrightsboro Rd	114.6K (14.6%)
4	Texas Roadhouse / Sherwood Dr	103.9K (13.3%)
5	Cracker Barrel Old Country Store / Parkwest Dr.	100.8K (12.9%)

All Apparel Dining Electronics Fitness **Groceries** ▾

Min. Visit 1

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Augusta, GA - Downtown

	Place	Customers
1	Kroger / Washington Road	110.6K (14.1%)
2	Kroger / Knox Ave	96.6K (12.3%)
3	Kroger / Columbia Rd	85.8K (10.9%)
4	Kroger / Washington Rd	81.6K (10.4%)
5	Publix / E Martintown Rd	77.1K (9.8%)

Favorite Places by Category

All Apparel Dining Electronics Fitness **Home Improvement ▾**

Min. Visit **1**

Download ▾

Augusta, GA - Downtown

	Place	Customers
1	Lowe's Home Improvement / Washington Road	111K (14.2%)
2	Lowe's Home Improvement / Bobby Jones Exp	101.2K (12.9%)
3	Christmas Tree Shops / Robert C Daniel Jr Pkwy	96.7K (12.3%)
4	The Home Depot / Bobby Jones Expy	83.4K (10.6%)
5	HomeGoods / Washington Rd.	78.5K (10%)

All Apparel Dining Electronics Fitness **Leisure ▾**

Min. Visit **1**

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Augusta, GA - Downtown

	Place	Customers
1	GTC Riverwatch Cinemas / Cabela Dr	183.3K (23.4%)
2	Regal Cinemas Augusta Exchange 20 & IMAX / Agerton Ln	164.9K (21%)
3	Sumpter National Forest / Westminster	139.6K (17.8%)
4	James Brown Arena / 7th St	132.4K (16.9%)
5	Evans Towne Center Park / Evans Town Center Blvd	126.4K (16.1%)

All Apparel Dining Electronics Fitness **Shopping Centers ▾**

Min. Visit **1**

Download ▾

Augusta, GA - Downtown

	Place	Customers
1	Augusta Exchange Shopping Center / Robert C Daniel Jr Pkwy	450.7K (57.5%)
2	Augusta Mall / Wrightsboro Road	434.7K (55.4%)
3	Mullins Crossing / 4201-4241 Washington Rd	292.5K (37.3%)
4	Washington Square / Washington Road	249.7K (31.8%)
5	Washington Crossing / Washington Rd	243.1K (31%)

All Apparel Dining Electronics Fitness **Superstores ▾**

Min. Visit **1**

Download ▾

Augusta, GA - Downtown

	Place	Customers
1	Target / Robert C Daniel Jr Pkwy	215.3K (27.5%)
2	Walmart Supercenter / Bobby Jones Expy	201K (25.6%)
3	Target / Washington Rd	176.7K (22.5%)
4	Walmart Supercenter / Washington Rd	162K (20.7%)
5	Walmart Supercenter / Knox Ave	161.9K (20.6%)