

Augusta, GA - Downtown Consumer Visit Trade Area



NextSite Community Overview

1990 - 2000 - 2010 Census, Q1 2021 Estimates & Q1 2026 Projections

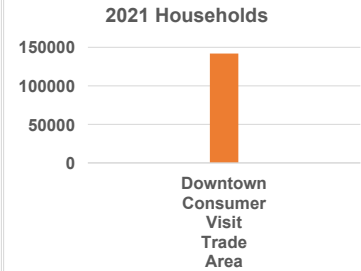
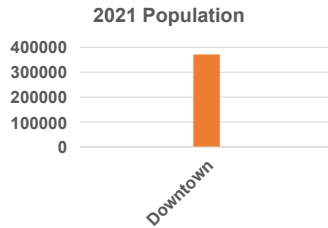
Calculated using TAS Retrieval

Latitude: 33.479290 Longitude: -81.975220

Jun 1, 2021

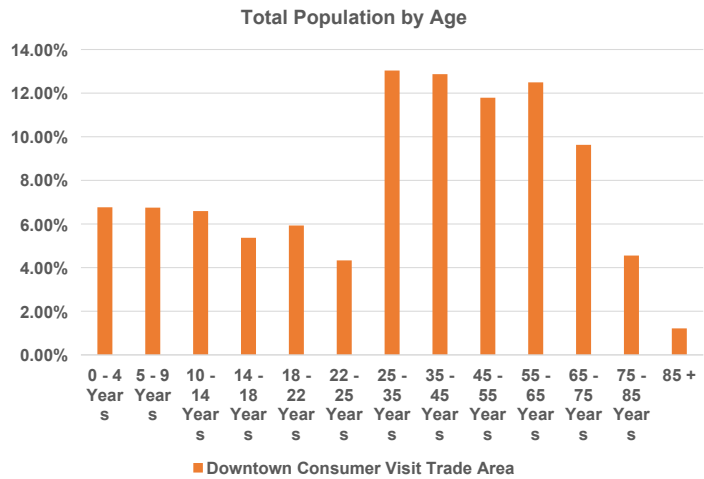
Population

	Downtown Consumer Visit Trade Area
2021 Population	371,344
2026 Projected Population	391,141
Population Growth %:	1.04%
2021 Households	141,931
2026 Households	149,173
Household Growth %:	1.00%
Expected Value Indicator (EVI)	0.57



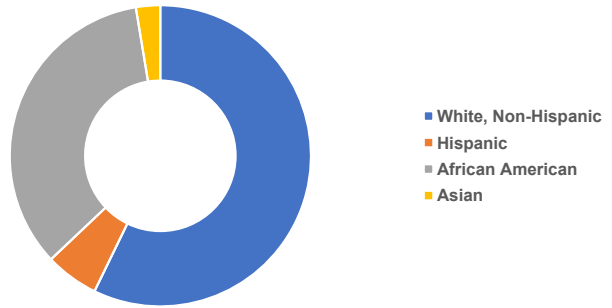
Total Population by Age

	Downtown Consumer Visit Trade Area	
Average Age	38.18	
0 - 4 Years	25,126	6.77%
5 - 9 Years	25,066	6.75%
10 - 14 Years	19,562	6.59%
14 - 18 Years	19,933	5.37%
18 - 22 Years	22,024	5.93%
22 - 25 Years	16,083	4.33%
25 - 35 Years	48,410	13.04%
35 - 45 Years	47,791	12.87%
45 - 55 Years	43,780	11.79%
55 - 65 Years	46,394	12.49%
65 - 75 Years	35,758	9.63%
75 - 85 Years	16,909	4.55%
85 +	4,507	1.21%



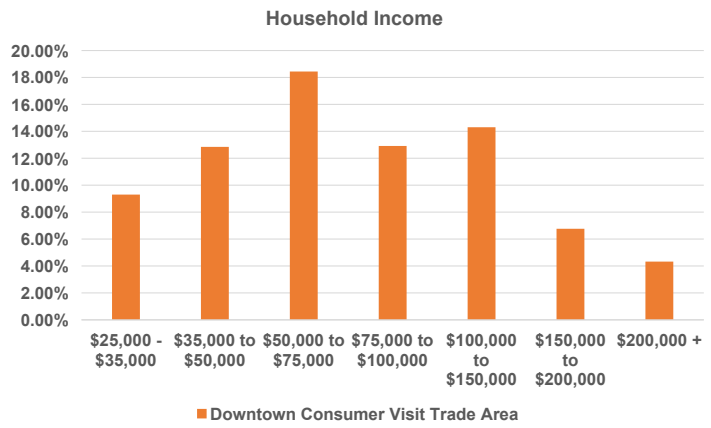
Population by Race/Ethnicity

	Downtown Consumer Visit Trade Area	
White, Non-Hispanic	205,938	55.46%
Hispanic	20,642	5.56%
African American	124,014	33.40%
Asian	9,408	2.53%



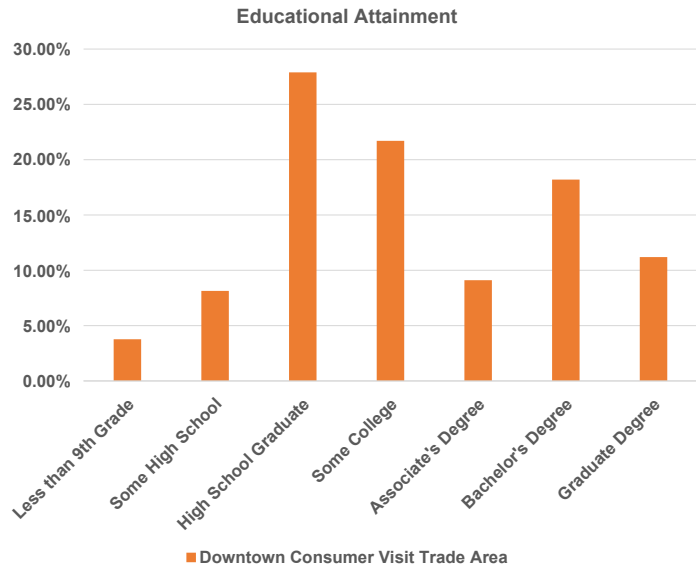
Household Income

	Downtown Consumer Visit Trade Area	
Per Capita Income	\$30,134	
Average HH Income	\$77,397	
Median HH Income	\$58,168	
\$25,000 - \$35,000	13,202	9.30%
\$35,000 to \$50,000	18,231	12.84%
\$50,000 to \$75,000	26,175	18.44%
\$75,000 to \$100,000	18,327	12.91%
\$100,000 to \$150,000	20,300	14.30%
\$150,000 to \$200,000	9,599	6.76%
\$200,000 +	6,138	4.32%



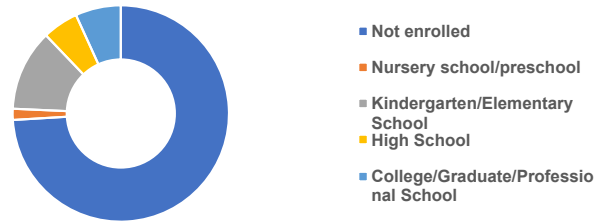
Educational Attainment

	Downtown Consumer Visit Trade Area	
Less than 9th Grade	9,173	3.77%
Some High School	19,819	8.14%
High School Graduate	67,933	27.89%
Some College	52,859	21.70%
Associate's Degree	22,173	9.10%
Bachelor's Degree	44,327	18.20%
Graduate Degree	27,265	11.19%



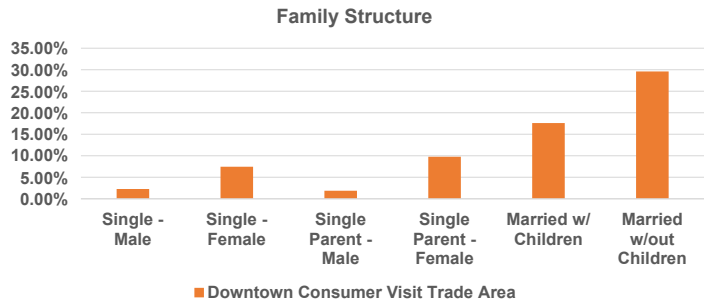
School Enrollment

	Downtown Consumer Visit Trade Area	
Not enrolled	274,959	74.04%
Nursery school/preschool	6,166	1.66%
Kindergarten/Elementary	45,066	12.14%
High School	19,888	5.36%
College/Graduate/Professional	25,264	6.80%



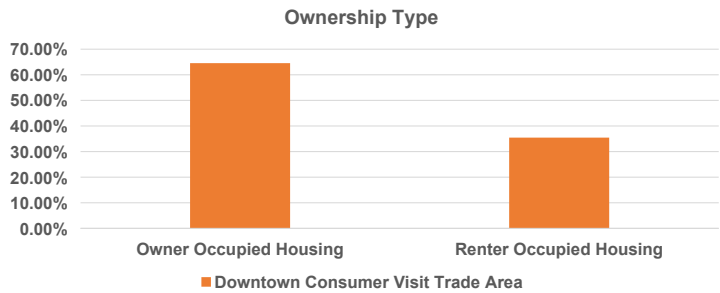
Family Structure

	Downtown Consumer Visit Trade Area	
Single - Male	3,221	2.27%
Single - Female	10,572	7.45%
Single Parent - Male	2,652	1.87%
Single Parent - Female	13,869	9.77%
Married w/ Children	24,982	17.60%
Married w/out Children	42,007	29.60%



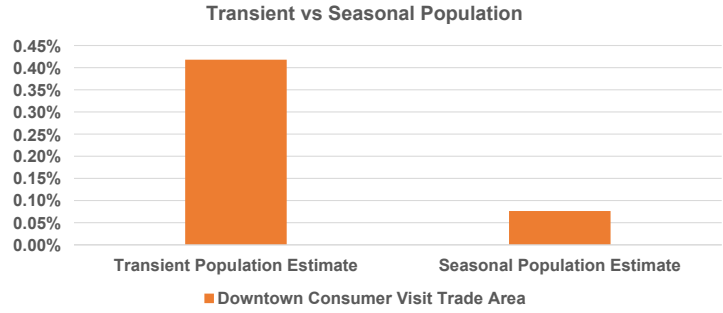
Home Ownership

	Downtown Consumer Visit Trade Area	
Owner Occupied Housing	91,609	64.54%
Renter Occupied Housing	50,322	35.46%



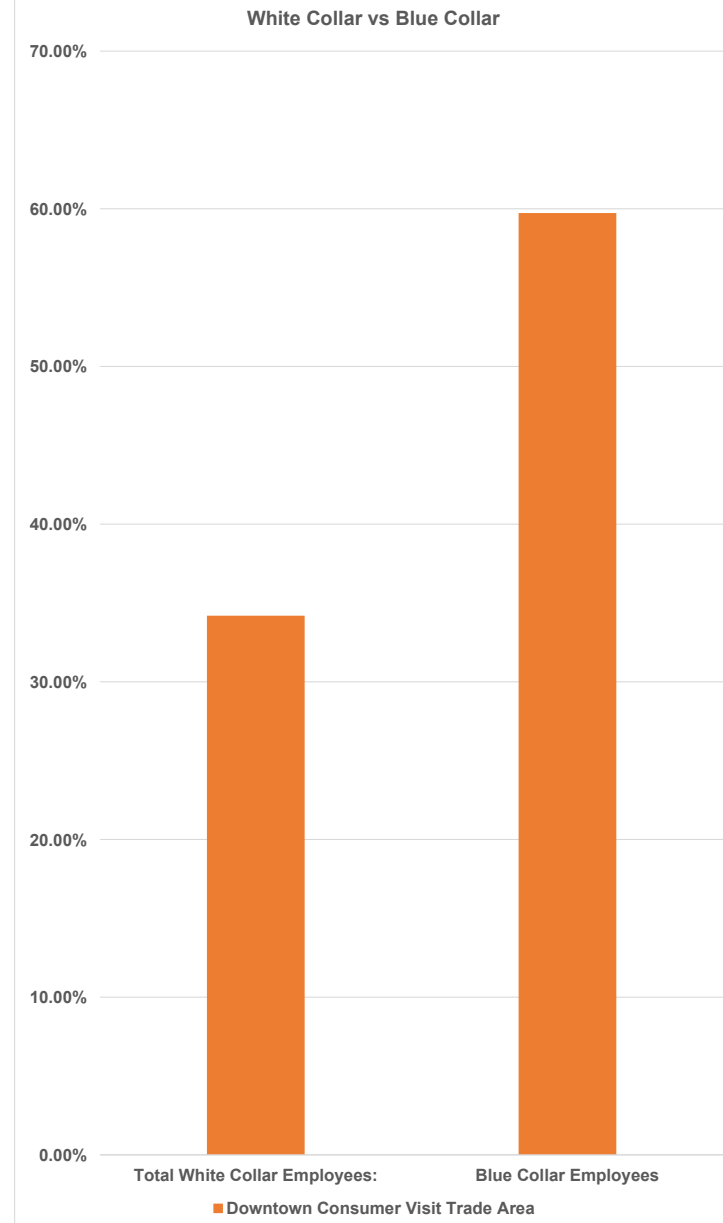
Components of Change

	Downtown Consumer Visit Trade Area	
Births	4,274	
Deaths	3,158	
Migration	2,768	
Transient Population Estimate	1,552	0.42%
Seasonal Population Estimate	283	0.08%



Occupations - White Collar

	Downtown Consumer Visit Trade Area	
Total White Collar	60,264	34.19%
Architecture and Engineering Employees	1,628	0.92%
Business and Financial	5,060	2.87%
Community and Social Services Employees	6,394	3.63%
Computer/Mathematical Science Employees:	2,123	1.20%
Education, Training, and Library Employees	12,897	7.32%
Arts, Design, Entertainment, Sports, and Media Employees	2,830	1.61%
Healthcare Practitioners/Technical Employees	12,122	6.88%
Healthcare Support Employees	5,890	3.34%
Legal Employees	1,087	0.62%
Life, Physical, and Social Science Employees	1,413	0.80%
Management Employees	8,819	5.00%
Blue Collar Employees	105,270	59.73%
Building, Grounds Cleaning, and Maintenance Employees	7,259	4.12%
Construction and Extraction Employees	5,575	3.16%
Farming, Fishing, and Forestry Employees	185	0.10%
Food Preparation and Serving Related Employees	13,019	7.39%
Installation, Maintenance, and Repair Employees	6,503	3.69%
Office and Administrative Support Employees	28,967	16.44%
Personal Care and Service Employees	5,418	3.07%
Production Employees:	6,831	3.88%
Protective Service Employees:	3,927	2.23%
Sales and Related Employees:	19,066	10.82%
Transportation/Material Moving Employees:	8,522	4.84%
Military	10,402	5.90%



Workplace Statistics

	Downtown Consumer Visit Trade Area
# of Businesses:	7,740
Workplace Employees (FTE):	176,240
Total Daytime Population:	401,927
Median Employee Salary:	\$39,610
Average Employee Salary:	\$46,213
Unemployment Rate	4.32%

