

# Augusta, GA - Downtown Consumer Visit Trade Area



## NextSite Community Overview

1990 - 2000 - 2010 Census, Q3 2021 Estimates & Q3 2026 Projections

Calculated using TAS Retrieval

Latitude: 33.479290 Longitude: -81.975220

Jan 21, 2022

### Population

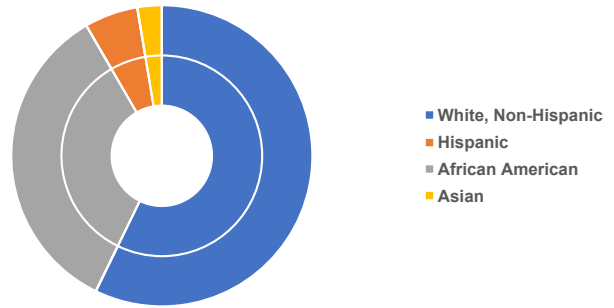
	Downtown Consumer Visit Trade Area	2021 Population	2021 Households
2021 Population	371,849		
2026 Projected Population	391,601		
Population Growth %:	1.04%		
2021 Households	142,071		
2026 Projected Households	149,324		
Household Growth %:	1.00%		
Expected Value Indicator (EVI)	0.55		

### Total Population by Age

	Downtown Consumer Visit Trade Area	Total Population by Age
Average Age	38.25	
0 - 4 Years	25,084	6.75%
5 - 9 Years	25,073	6.74%
10 - 14 Years	19,539	6.58%
14 - 18 Years	19,940	5.36%
18 - 22 Years	22,012	5.92%
22 - 25 Years	16,109	4.33%
25 - 35 Years	48,490	13.04%
35 - 45 Years	47,736	12.84%
45 - 55 Years	43,771	11.77%
55 - 65 Years	46,077	12.39%
65 - 75 Years	36,146	9.72%
75 - 85 Years	17,345	4.66%
85 +	4,528	1.22%

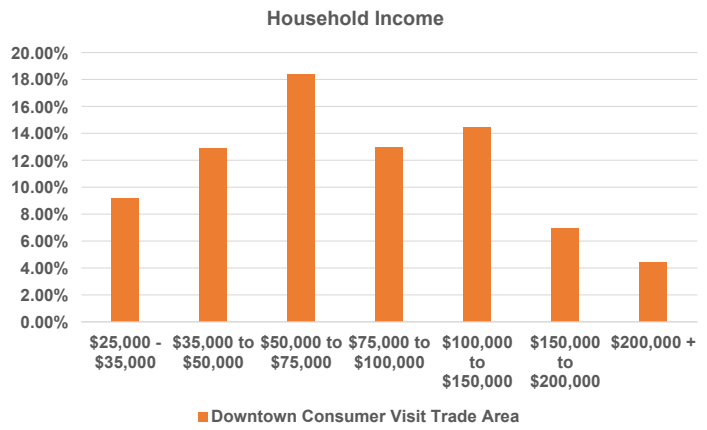
## Population by Race/Ethnicity

	Downtown Consumer Visit Trade Area	
White, Non-Hispanic	206,257	55.47%
Hispanic	20,708	5.57%
African American	124,042	33.36%
Asian	9,441	2.54%



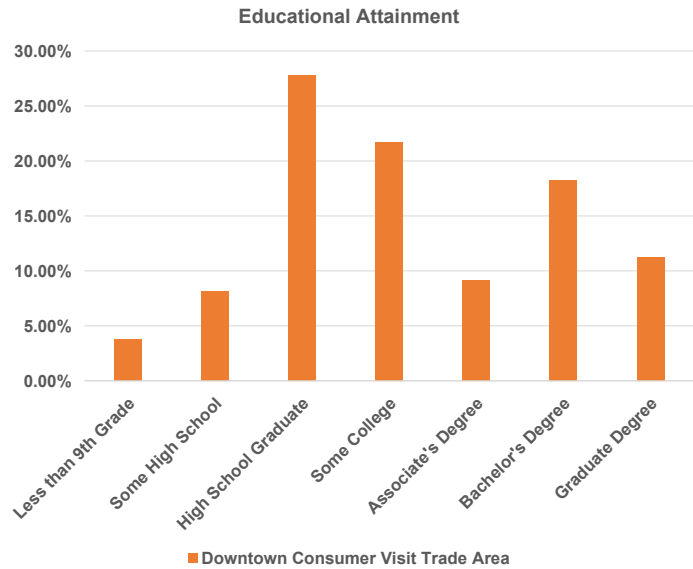
## Household Income

	Downtown Consumer Visit Trade Area	
Per Capita Income	\$30,386	
Average HH Income	\$78,087	
Median HH Income	\$58,777	
\$25,000 - \$35,000	13,048	9.18%
\$35,000 to \$50,000	18,288	12.87%
\$50,000 to \$75,000	26,089	18.36%
\$75,000 to \$100,000	18,406	12.96%
\$100,000 to \$150,000	20,557	14.47%
\$150,000 to \$200,000	9,818	6.91%
\$200,000 +	6,230	4.39%



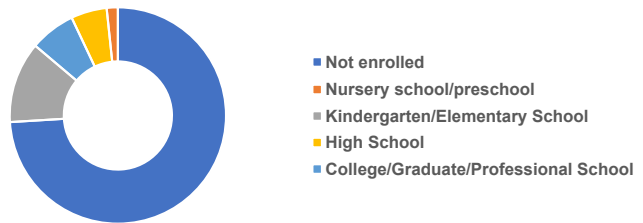
## Educational Attainment

	Downtown Consumer Visit Trade Area	
Less than 9th Grade	9,143	3.75%
Some High School	19,850	8.13%
High School Graduate	67,929	27.83%
Some College	53,043	21.73%
Associate's Degree	22,245	9.11%
Bachelor's Degree	44,522	18.24%
Graduate Degree	27,361	11.21%



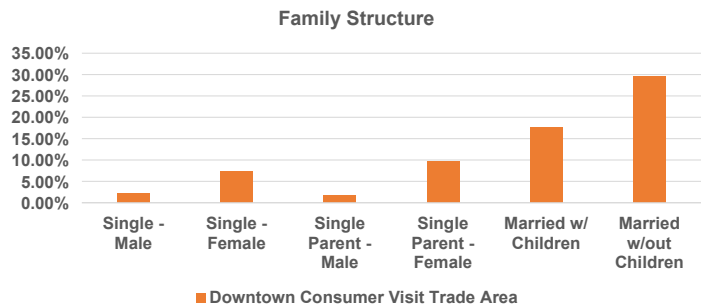
## School Enrollment

	Downtown Consumer Visit Trade Area	
Not enrolled	275,265	74.03%
Nursery school/preschool	6,191	1.66%
Kindergarten/Elementary	45,129	12.14%
High School	19,943	5.36%
College/Graduate/Professional	25,322	6.81%



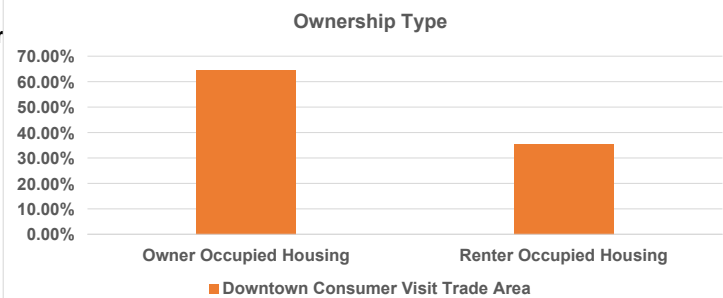
## Family Structure

	Downtown Consumer Visit Trade Area	
Single - Male	3,208	2.26%
Single - Female	10,579	7.45%
Single Parent - Male	2,629	1.85%
Single Parent - Female	13,877	9.77%
Married w/ Children	25,072	17.65%
Married w/out Children	42,085	29.62%



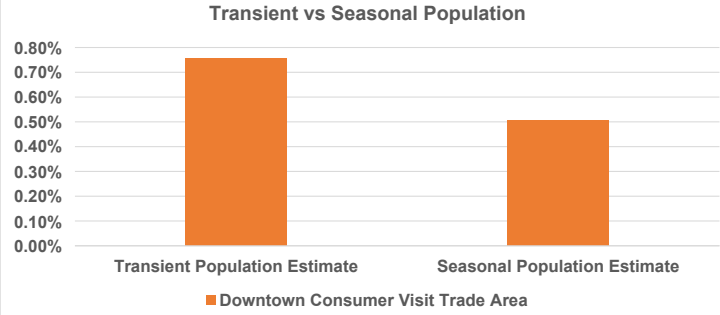
## Home Ownership

	Downtown Consumer Visit Trade Area	
Owner Occupied Housing	91,790	64.61%
Renter Occupied Housing	50,282	35.39%



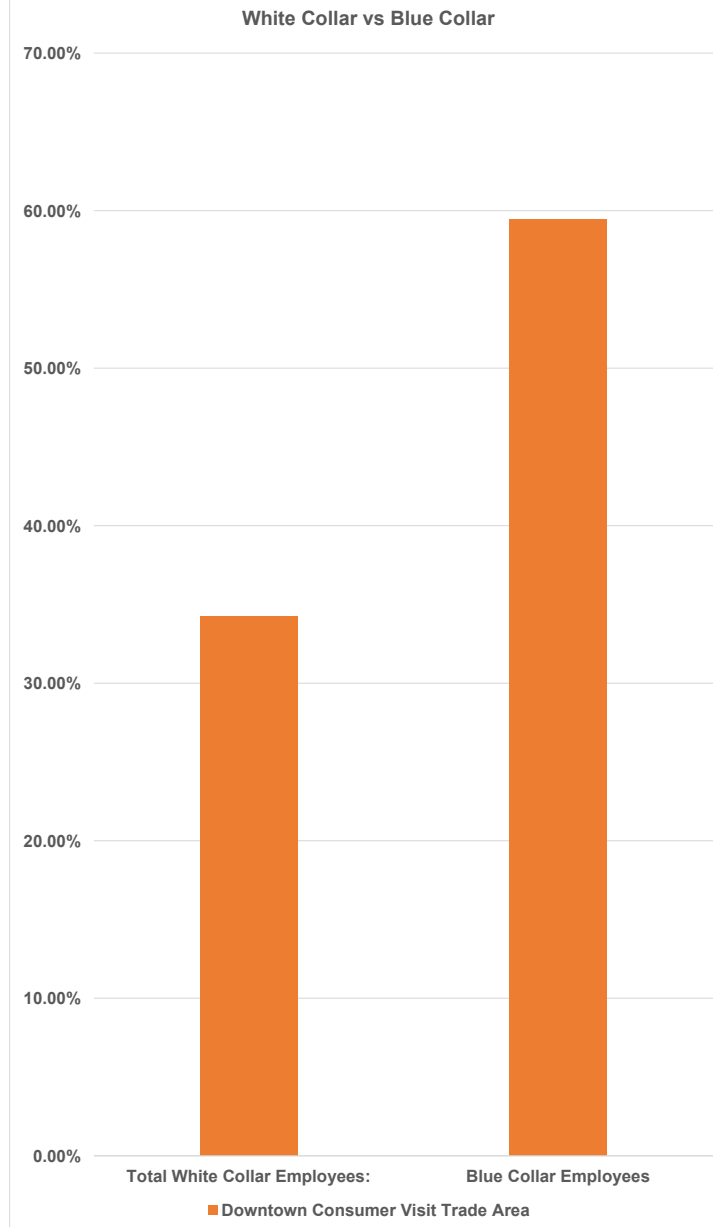
## Components of Change

	Downtown Consumer Visit Trade Area	
Births	4,225	
Deaths	3,166	
Migration	2,892	
Transient Population Estimate	2,816	0.76%
Seasonal Population Estimate	1,881	0.51%



## Occupations - White Collar

	Downtown Consumer Visit Trade Area	
<b>Total White Collar</b>	57,675	34.23%
Architecture and Engineering Employees	1,585	0.94%
Business and Financial	4,884	2.90%
Community and Social Services Employees	5,991	3.56%
Computer/Mathematical Science Employees:	2,073	1.23%
Education, Training, and Library Employees	12,589	7.47%
Arts, Design, Entertainment, Sports, and Media Employees	2,531	1.50%
Healthcare Practitioners/Technical Employees	11,610	6.89%
Healthcare Support Employees	5,536	3.29%
Legal Employees	1,072	0.64%
Life, Physical, and Social Science Employees	1,383	0.82%
Management Employees	8,421	5.00%
<b>Blue Collar Employees</b>	100,127	59.43%
Building, Grounds Cleaning, and Maintenance Employees	6,766	4.02%
Construction and Extraction Employees	5,354	3.18%
Farming, Fishing, and Forestry Employees	176	0.10%
Food Preparation and Serving Related Employees	12,091	7.18%
Installation, Maintenance, and Repair Employees	6,294	3.74%
Office and Administrative Support Employees	27,712	16.45%
Personal Care and Service Employees	4,933	2.93%
Production Employees:	6,352	3.77%
Protective Service Employees:	3,997	2.37%
Sales and Related Employees:	18,295	10.86%
Transportation/Material Moving Employees:	8,156	4.84%
<b>Military</b>	10,403	6.17%



## Workplace Statistics

	<b>Downtown Consumer Visit Trade Area</b>
# of Businesses:	7,906
Workplace Employees (FTE):	168,479
Total Daytime Population:	389,887
Median Employee Salary:	\$40,377
Average Employee Salary:	\$46,767
Unemployment Rate	3.79%

