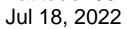
## Augusta, GA

Mosaic: Segmentation
Calculated using TAS Retrieval

Latitude: 33.479290 Longitude: -81.975220





Downtown Consumer Visit

|      |                                | 2021 Households |                       | 2021 U.S Households |                       |       |
|------|--------------------------------|-----------------|-----------------------|---------------------|-----------------------|-------|
| Rank | Tapestry Segment               | Percent         | Cumulative<br>Percent | Percent             | Cumulative<br>Percent | Index |
| 1    | S69: Urban Legacies            | 7.2%            | 7.2%                  | 1.4%                | 1.4%                  | 5     |
| 2    | N48: Rural Southern Bliss      | 6.4%            | 13.5%                 | 1.4%                | 2.8%                  | 4     |
| 3    | O51: Digital Savvy             | 6.1%            | 19.6%                 | 3.7%                | 6.5%                  | 2     |
| 4    | O52: Urban Ambition            | 5.2%            | 24.8%                 | 1.2%                | 7.7%                  | 4     |
| 5    | F22: Fast Track Couples        | 4.9%            | 29.7%                 | 2.7%                | 10.4%                 | 2     |
|      |                                | 29.7%           |                       | 10.4%               |                       |       |
| 6    | D18: Suburban Nightlife        | 4.4%            | 34.1%                 | 1.7%                | 12.1%                 | 3     |
| 7    | Q64: Established in Soceity    | 4.4%            | 38.5%                 | 3.8%                | 15.9%                 | 1     |
| 8    | J34: Steadfast Sophisticates   | 4.1%            | 42.6%                 | 3.3%                | 19.3%                 | 1     |
| 9    | E20: No Place Like Home        | 3.6%            | 46.1%                 | 3.0%                | 22.3%                 | 1     |
| 10   | <b>R67: Passionate Parents</b> | 3.2%            | 49.3%                 | 0.9%                | 23.1%                 | 4     |
|      |                                | 19.7%           |                       | 12.7%               |                       |       |

