

Augusta, GA

Mosaic: Segmentation

Calculated using TAS Retrieval

Latitude: 33.479290 Longitude: -81.975220

Jul 18, 2022



Downtown Consumer Visit

Rank	Tapestry Segment	2021 Households		2021 U.S Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
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 Socity	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	R67: Passionate Parents	3.2%	49.3%	0.9%	23.1%	4
		19.7%		12.7%		
		49.3%		23.1%		

